

# SPORTS ILLUSTRATED

APRIL 14, 1958







*America's National Sports Weekly*

25 CENTS

\$7.50 A YEAR



## SPECIAL BASEBALL ISSUE

-  GREAT PLAYERS IN DRAMATIC ACTION
-  WRIGLEY OF THE CUBS—THE UNKNOWN MAN
-  THE TRUE STATE OF BASEBALL
-  32 PAGES OF SCOUTING REPORTS
-  IN PAINTINGS—RABID MILWAUKEE
-  A NEW GAME FOR SEDENTARY BALLPLAYERS



FROM THE JOHNNIE WALKER COLLECTION

## "Fuss and Feathers" by ALBERT DORNE



Artist—Dorne—Londoner

That's literally what it took to make a golf ball, in the early 1800's. They'd fill a Lum hat (stovepipe, to you) brimful of feathers, boil them over a twig fire, and stuff them into a ball's-hide cover. About the same era, the Johnnie Walker people were being equally fussy about the whisky that went into their bottles. It had to be Scotch whisky of incomparable quality, of matchless flavour, of superb lightness. And they are every bit as fussy today. That's why no other Scotch whisky in the world is held in higher esteem by people whose judgment counts.

JOHNNIE WALKER  
Born 1820  
still going strong



Blended Scotch Whisky...86.8 Proof. Imported by Canada Dry Ginger Ale, Inc., New York, N. Y.

**FROM NOW ON**

WOMEN SAY "DEODORANT"

**MEN SAY TRIG®**



*It's  
on the  
ball*



**Now! A man's way to check perspiration odor  
—goes on in seconds ... works for 24 hours!**

● Trig is a man's product—the scent, the color, the works! Goes on a man's way—rolls on in seconds!

● Trig goes right to work—underarm hair can't block it out. Trig delivers positive protection—man-size protection that lasts right around the clock.

● Trig isn't messy like a cream! Trig doesn't trickle like a spray! And Trig is not a crumbly stick!

● Trig is for the 6 men out of 10 who now use a deodorant—and for the 4 out of 10 who've been holding out for a man's way to check perspiration odor!

ANOTHER FINE PRODUCT OF BRISTOL-MYERS

the world's  
most expensive  
wrappers make  
Webster cigars  
an adventure  
in smoking

Golden Light  
**WEBSTER CIGARS**  
...all Havana filler

**KOMFIT**<sup>®</sup>  
ARISTOCRAT OF WATCHBANDS

*by Forstner*



Rugged strength learned with slim good looks.  
Lightweight, cool ultra flexible. Adjusts to any  
wrist. SPORTSMAN—in Stainless Steel \$7.95  
(tax exempt) 1/20IN 12KI Gold Filled trim  
\$10.95 (plus Fed. tax). At better jewelers.

## MEMO from the publisher

Once again a group of noseditorial staff members, as happily opinionated as any baseball fans you can find, has gone on record concerning the outcome of the pennant races. Last year they correctly picked the Yankees and the Braves. This year they still feel that way.

### AMERICAN LEAGUE

	1	2	3	4	5	6	7	8
New York	25	7						
Chicago	5	16	11	4				
Detroit	1	9	15	7	2	2		
Boston	1	3	5	12	12	3		
Cleveland		1	3	7	13	10	2	
Baltimore			2	6	9	17	2	
Kansas City							4	28
Washington							4	32

### NATIONAL LEAGUE

	1	2	3	4	5	6	7	8
Milwaukee	33	5						
St. Louis	3	18	10	5				
Cincinnati	1	7	16	10	1	1		
Los Angeles	1	6	8	15	4	2		
Philadelphia			1	5	13	13	3	1
San Francisco			1	1	13	15	6	
Pittsburgh					5	2	19	10
Chicago						3	8	25

From my seat in the bleachers it looks this way:

### AMERICAN LEAGUE

New York	Boston
Chicago	Baltimore
Cleveland	Kansas City
Detroit	Washington

### NATIONAL LEAGUE

Milwaukee	Pittsburgh
St. Louis	Philadelphia
Los Angeles	San Francisco
Cincinnati	Chicago

How does it look to you? (Before you commit yourself for good, I'd like to suggest some highly relevant reading which makes up most of the pages that follow in this issue.)

### AMERICAN LEAGUE

_____
_____
_____
_____

### NATIONAL LEAGUE

_____
_____
_____
_____

*Harry Phillips*

**Subscription Rates.** To the U.S., Canada and U.S. Possessions except Hawaii and Alaska, 4 yr. \$7.50. Air-  
mailed editions to Alaska and Hawaii, 1 yr. \$10.00. All other subscriptions, 1 yr., \$10.00. Please address  
all correspondence concerning Sports Illustrated's editorial and advertising contents to: Sports Illu-  
strated, P. O. Box 1000, New York 20, N.Y. and all subscription correspondence to: Sports Illu-  
strated, 440 N. Michigan Ave., Chicago 11, Ill. Changes of address require three weeks' notice. Please  
send magazine and furnish address reprint from a recent issue, or send clearly how magazine is addressed.  
Change cannot be made without an old as well as new address, including postal zone number. Time Inc., the  
publisher Time, Inc., FORTUNE, ARCHITECTURAL, FASHION and RICH & RARE, Chairman, Maurice T.  
Moore, President, Roy H. Lichten, Executive Vice President for Publications, Howard Blank, Executive  
Vice President and Treasurer, Charles J. Stillman, Vice President and Secretary, D. W. Brumback, Vice  
President, Edgar B. Baker, Bernard Baron, Clay Backlund, Arnold W. Carlson, Allen Conner, Andrew  
Brubaker, C. D. Jackson, J. Edward King, James A. Lane, Ralph D. Penn Jr., P. I. Perle, Wayne G.  
Pallen Jr., Comptroller and Assistant Secretary, John F. Barry.

# Cover: Baseball 1954 ▶

The cheering baseball green of this cover says one thing: the great day is here again. Monday is Opening Day in Washington, and the season is on!

## Next week



▶ The reader's eye will absorb instruction and delight. Del Crandall introduces Part 3 of our illustrated baseball series; and the Opa tennis spectacle glows in rich color.

▶ A most perplexing character in professional sport is Gus D'Amato, manager of Floyd Patterson. A two-year intensive study now clears up the mystery of his odd maneuvers.

▶ The Masters is an event which calls for reflective study as well as quick coverage of its newsworthy drama: a retrospective report on a great golf battle from Herbert Warren Wind.

Acknowledgments on page 10

SPORTS ILLUSTRATED IS PUBLISHED WEEKLY BY TIME INC., AT 1675 N. MICHIGAN AVE., CHICAGO 10, ILL. PRINTED IN U.S.A. ENTERED AS SECOND-CLASS MATTER AT THE POST OFFICE AT CHICAGO, ILL. POSTMASTER: PAY NO MORE THAN \$2.00 A YEAR IN U.S.A. AND CANADA.



APRIL 14, 1958 Volume 8, Number 15



## 28 Now the Twain Do Meet

Ray Terrell estimates about the season ahead, says that the big leagues run from East Coast to West

## 39 32 Pages of Scouting Reports

Detailed analyses of all 16 major league teams

NATIONAL LEAGUE	AMERICAN LEAGUE
40 Milwaukee	62 New York
42 St. Louis	64 Chicago
44 Los Angeles	66 Boston
46 Cincinnati	68 Detroit
48 Philadelphia	70 Baltimore
50 San Francisco	72 Cleveland
52 Chicago	74 Kansas City
54 Pittsburgh	76 Washington
56 National statistics	61 American statistics

## 78 A Handful of Baseball

Here's a two-man game of baseball that's brand-new, simple to play and tremendous fun

## 80 Wrigley of Chicago

The kitchen's unpublicized owner of the Chicago Cubs is put in the spotlight by Robert Boyle

## 89 The State of Baseball

Some plain facts about the condition of the national game, trenchantly listed by Robert Creamer

## 102 Milwaukee's Baseball Fervor

Paintings by Artist Robert Gershwin reflect the dedication which supports the Braves

## Also in this issue

### 15-20 News of the Week

Pulver won the Masters, Star beat Morrow, Kid Boney, Eq. kept his title, swimmers thrashed to U.S. titles and Britain launched the Serpents

## The departments

5 Scoreboard	110 Charles Goren
8 Snow Patrol	111 19th Hole
23 Events & Discoveries	116 Pat on the Back



# SCOREBOARD

*A worldwide roundup of the sports information of the week*

**RECORD BREAKERS** STATE RECORDS, most vulnerable of all these days, fell like April showers as flippant-fouted young men staged full-blown assault on listed U.S. marks in AAU championships at New Haven, Australian freestyle Murray Rose, who has led-leaded his substantial talents to '84' freestyle, churned 440 yards in 4:24 to complete triple after winning 1380-meter and 220-yard titles, was one of 11 who blew up record-breaking storms. Others: Cuba's Manuel Sanguly, 100-yard breaststroke in 1:04.2, New York Purpose Club's Fred Munich, 220-yard breaststroke in 2:28.5, Indiana's Frank McKinney Jr., 220-yard backstroke in 2:16.9, Olympic Champion Bill Yarnoff, 220-yard butterfly in 2:18; Stanford's George Harrison, 410-yard individual medley in 5:11.3, New Haven Swim Club's Jerry Dabney, Jim Koltschky, Tim Jexon and Roger Anderson, 430-yard medley relay in 5:16.6 (April 4-5).

**BASKETBALL**—HAWKS CULTURE, beaten by St. Louis 111-105 in twenty-third game of NBA playoffs, turned ease to even series at 2-2 at St. Louis. With Big Bill Russell sidelined by sprained ankle, crafty Coach Red Auerbach sent midget-hander Bob Cousy into post, shifted players like Casey Stengel, at times slowed down game to gentle tilt. Result: puzzled Hawks found easy Cousy and his hungry teammates hard to handle, were demoralized enough to lose 129-98 on home court.

**TEXAS BOWLE**, hulking quick-tempered New York Kinkorlocker coach whose loud booms and frequent attacks of screaming-moans have massaged debate rars of NBA referees for just two years while his team finished last in East, announced in home town Denver he was resigning because his business interests real estate "are going to require more of my time and attention" but agreed to serve as head scout and adviser to Kink Director Ned Irish.

**HOCKEY** BOSTON BRUINS scuffled down to business after losing fourth game of semifinal series to New York Rangers 5-2, poured it on to win 6-1 as defenseman Fern Flaman scoreless in last 30 games, hatched home two goals, and 8-2, with help of fast break by first-skating Jerry Toppa and Gus Pope to avoid sweeping sailing and gasping of teeth by ebullient Ranger Coach Phil Watson. Triumph put Bruins into Stanley Cup final with powerful and well-coated Montreal Canadiens, who pilched off Detroit 1-3, lost 1-0-0 as 30-year-old Maurice (Buckie) Richard, skating as freely and as swiftly as any teenager, flaked in three goals, gave Habs four-game sweep over bewildered Red Wings.

**BASEBALL**—NEW YORK YANKEES MOORE SHAKEN was busy making biggest power splash as major leagues broke camp, began long trek northward. Skosoon unloaded five homers (including two grand slammers), two triples and one double, had American League wondering if he was ever going to taper off.

CLEVELAND'S FRANK LANE dipped into hatter mart for sixth time since he moved into front office, emerged with Baltimore's Larry Doby, erstwhile Indian outfielder, and Pirkler Don Ferrarese in exchange for Outfielders Gene Woodling and Dick Williams, Partner Bud Daley San Francisco Giants sent two old bees packing, trading Bobby Thomson to Chicago Cubs for Outfielder Bob Speake and optioning Dusty Rhodes to Phoenix.

**GOLF**—ARNOLD PALMER, young LaTrobe, Pa. pro who was national amateur champion in 1954, saved two strokes by his knowledge of local ground rules (see page 76), shot pressure-packed 73 on last round for 284 to capture his first Masters title at Augusta.

**TENNIS** BARRY WACKIN, talented young amateur who emerged from last December's Davis Cup play as lightest U.S. hopeful but hasn't been doing so well in Europe, has been hailed home from abroad by U.S.A. for several weeks of enthusiastic hounding up with Jack Kramer's touring pros. Kramer given assignment of tutoring promising young amateurs, called decision "one of finest U.S.L.T.A. has ever made," plans to contribute to Markey's tennis education by using him as "runner fodder" for Pancho Gonzales, Lew Hoad and Co. in practice sessions. Move marks failed departure for new look U.S.L.T.A., which once would have frowned upon any amateur who even so much as fraternized with pros, but then another day and another regime. Others who will get comparable treatment: Gail Shea, Mike Franks, Mike Green, Jack Douglas, Ronnie Hollberg, Whitney Reed.

**TRACK & FIELD** BIKEN'S BATHHOUSE boiling off mats, like runaway colt, hurtling through 200-mph crowned with bursting speed in lead Athlete Christian's Bill Woodhouse and Bobby Morrice to tape in 109 in 9.4 at better-than-expected American Bantam Club Relays in Big Spring, Texas (see page 14), hand Morrice his first defeat on Texas soil in five years. Explained Some, once troubled by shot starts, "I kept my driver longer on the start today and that's what won me the race."

**WRESTLING** RUSSIAN wrestling team, right strong and silent members who look more like trade delegates than squared grapplers, arrived in New York on way to Norman, Okla., where they will meet U.S. freestyle squad (packed after AAC championships at San Francisco) in first of four matches April 11. American team includes six newly crowned champions—Bill Keenlake of Cleveland (heavyweight), Frank Rosenmayr of San Francisco (191 pounds), Wenzel Hubel of Los Angeles (174 pounds), Larry Ten Pas of Army (140½ pounds), Newt Corgie of Lincoln, Neb. (147½ pounds), Terry McCann of Tulsa (123½ pounds)—and two runners-up—Jerry Hoke of Marquette (136½ pounds), Dick Delgado of Tulsa (134½ pounds). Other twenty-five champions crowned at San Francisco: Japan's Tsukukina Torikura, speedy little

*continued*

**accent on the deed . . .**



**MASTER GOALIE** Jacques Plante gallantly raises his arms in victory salute, even as players still battle for loose puck, at end of Montreal's 4-3 win over Detroit in Stanley Cup semifinals.



**MASTERS MOST** Bobby Jones, out of hospital after treatment for circulatory collapse, and tagged out in wide-brimmed straw hat, watches action at Augusta with friend Fred McLeod, 76.





# Buy all your yard machines the **Power Handle** way!



**POWER HANDLE** unit has 4-cycle, 2½ hp engine. \$89.95†

Buy your new power mower the Toro Power Handle\* way and you've got the engine and handle for any of the six Toro yard machines illustrated—plus a lawn aerator, generator, pump, sprayer and 25-inch reel mower. Eleven machines in all!

The Power Handle itself is a rugged lightweight engine and handle unit. It switches in seconds from one machine to another—no tools needed.

Now one engine does all your outdoor work year 'round—mowing, tilling, leaf pulverizing, lawn aerating, snow plowing—you name it. You buy only the machine you need as you need it.

Toro Power Handle machines are backed by the same service system as Toro power mowers—3000 authorized Toro repair sta-

tions throughout the U. S. and Canada ready to give you fast parts delivery from a nearby Toro distributor.

So before you buy any yard machine, see your Toro dealer. Let him show you how easy it is to buy a Power Handle machine on "Toro Time"—and pay as it works for you. Start saving today—the Power Handle way!

\*A registered trademark and development of the Toro Manufacturing Corporation.

†Suggested retail prices. Prices and specifications may change without notice.

Toro products styled by Charles Butler Associates, N. Y.

## TORO

**TORO MANUFACTURING CORPORATION**  
3076 Snelling Ave., Minneapolis 6, Minn.



**30-INCH REEL MOWER** unit is self-propelled, has a six-blade reel instead of the usual five. Gives smooth scissor-cut. Unit only: \$74.95†



**22-INCH SELF-PROPELLED ROTARY MOWER** unit mows grass, weeds, trims close, pulverizes leaves. Unit only: \$109.95†



**25-INCH FRONT-REEL CUTTER** unit mows 200 ft. x 200 ft. of fine lawn an hour, goes under shrubbery, trims close. Unit only: \$209.95†



**17-INCH ROTARY SNOW PLOW** unit actually removes up to a half-ton of snow a minute off walks, driveways. Unit only: \$79.95†



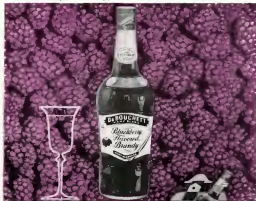
**EDGER-TRIMMER** unit does double duty—trims around fences, walls, trees, edges along walks, curbs. Unit only: \$69.95†



**TILLER** unit tills up to a depth of 8 inches with multiple passes. 15-inch swath. Kit available for conversion to lawn aerator. Unit only: \$94.95†

# DuBouchett Cordials

(say doo-boo-shay)



Tomorrow, add flavor to your evening. Serve DuBouchett Blackberry Flavored Brandy, or choose from 27 delicious DuBouchett Cordials. All popularly priced.

Many, Blanc & Co., Schenley, Pa.

70 proof

## SNOW PATROL

*Skiing across the country—reports through the preceding weekend*

### Far West

**California:** The Sierra region took 10 feet of snow last week in the biggest blizzard since 1847 when the 87-man Donner wagon train was all but wiped out in the passes. Virtually all traffic was at a standstill for six days. Donner Pass, Highway 40, Highway 50 and the Southern Pacific track were all blocked at the summits by drifts 10 to 30 feet deep. Officials connected with the 1960 Winter Olympics were faced with the necessity of providing some sure system of escape from the valley in the event of a blizzard during the Games, scheduled for Feb. 19 to March 1. The south had less snow, excellent conditions. Squaw Valley. Several chair-lift towers buried in snow, avalanches along the headwall slid into the top terminal and covered it. Highway 59, leading out of valley to Truckee, blocked by massive slides most of week, was finally cleared last Saturday. Olympic construction has been set back an estimated 30 days. Some skiing on rope tow. Fumalift will be dug out and used. CR 100.

**HEAVENLY VALLEY.** Roads were blocked until last Saturday, but lifts operated and skiers were out every day. Next weekend is Instructor Stein Erikson's last before taking up job at Aspen's new Highlands area. CR 400.

**SUGAR BOWL.** Hardest hit in Sierras, area lost Mt. Lincoln chair for season when three upper towers were crushed by avalanche. Three hundred skiers marooned during week found they had plenty of time for skiing, left for the lowlands when Highway 49 was opened for one-way traffic. Skiing will continue on Disney lift.

**MT. BALDY.** UP 220, SN 18, CR 300.

**SNOW SUMMIT.** UP 108, SN 53, CR 1,200.

**MAMMOTH.** UP 210, SN 84, CR 800.

**BADGER PASS.** UP 175, SN 70, CR 1,000.

**Nevada:** Reno. Lifts buried, area isolated. Expected to open this weekend.

**Oregon:** Mt. Hood. Excellent winter skiing conditions prevailed, all facilities operated. Timberline. LO 263, SN 10, CR 1,500. Govt. Camp. LO 22, SN 5, CR 500.

**HOOVER.** Excellent. LO 103, CR 1,300.

**WILLAMETTE PASS.** Will operate until April 26.

**Washington:** As usual, best skiing in Cascades came during beginning of April. Mt. Baker. UP 118, LO 67, CR 1,500. Stevens Pass. UP 132, LO 95, SN 10.

### West

**Colorado:** Skiing still excellent.

**Aspen.** Lift lines ran over an hour at times, but expect crowds to thin from now on. UP 63, LO 25, SN 17.

**ANAPRHO.** Instructor's school April 15 to 26 will end with Master's School, Willy Schaeffer and Stein Erikson competing. UP 75, LO 70, SN 15, CR 900.

**LOVELAND.** Will operate daily until May 18. UP 72, LO 72, SN 12, CR 1,000.

**BERTHOUD PASS.** UP 90, LO 70, SN 14.

continued

*Thrilling AS A*

**TED WILLIAMS HOMER**

Model F750

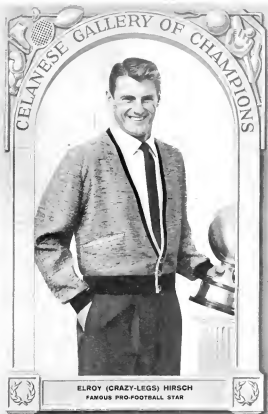
## Most Powerful All-Transistor General Electric Portable Radio in Genuine Top-Grain Leather

You'll thrill to the power and tone of this General Electric portable that pulls in pleasure from left field—or anywhere else! It's a sports lover's delight in genuine leather. Six Select-Quality transistors and a crystal diode plus a new maximum-efficiency circuit give unparalleled power, range and tone.

60-day written warranty on both parts and labor. General Electric Company, Radio Receiver Department, Bridgeport 2, Connecticut.

*Progress is Our Most Important Product*

**GENERAL ELECTRIC**



## How's this for handsome razzle-dazzle?



Take it from Elroy (Crazy-Legs) Hirsch—these trim, tapered and terrific Buck Skein Brand jackets have an athletic look all their own.

They're guaranteed to do great things for you. Celanese acetate is the reason. This triple-threat fiber means intriguing texture. Light, lithe comfort. Light, laudable price.

Celanese Corporation of America, New York 16.

*Celanese®*

**BUCK SKEIN BRAND** jackets of rayon and acetate Fuller fabric; Above, knit cotton trimmed "Cool Joe," Machine washable, about \$6.95 Left, lined "Pilot," about \$12.95 Brown, blue, black Macy's, N.Y.; The Outlet Co., Providence; F. & R. Lazarus, Columbus; Crowley, Milner & Co., Detroit; The Golden Rule, St. Paul.

*Celanese* contemporary fibers



## Ace Service!

When the call is for service of Scotch Whisky, Black & White is the favorite of most folks. Year in, year out, its quality and character never change!

# "BLACK & WHITE"

*The Scotch with Character*

Blended Scotch Whisky 85% Proof

THE FLEISCHMANN DISTILLING WHISKY CORPORATION, N. Y. • SOLE DISTRIBUTORS



### SNOW PATROL suggested:

**Utah:** ALTA, Forty-eight-hour storm closed roads shut down lifts. Should easily be open this weekend. Reservations tight until April 29. **IF 175 LO 170**  
**Butterfly, Mt. Majestic** lift closes April 29. Lift will run through May.

**Wyoming:** TETON PASS, Roads closed to Teton Creek Ranch, touring headquarters

**Montana:** Hte. Mt., Top of mountain has temporary hold down. Closes April 23.

**Idaho:** PAULIST, Knappton. **CR 100**  
**Butte** 1100 BUSH, Touring skiers headed here from Sun Valley closed lifts. **IF 110**

**New Mexico:** TRIN, Senior State Station April 23. **IF 310 LO 70, SN 12 CR 100**

**Alberta:** Mt. Teton. **IF 10 CR 270**  
**SUNSHINE** Good. **IF 70, SN 7, CR 250**

### Malheur

**Michigan:** BOWEN, Only area open, has spring skiing on upper slopes. **IF 25, CR 100**

### East

**New Hampshire:** Best spring conditions in history. Skiers kept coming.

**Belmont:** Knappton. April 150 more weeks. **IF 50**  
**SUNSHINE:** Best. Life conditions ever recorded here. **IF 50 LO 10, CR 2 000**

**Canada:** Attendance during week matched last year's best weekend record. Will open, at least through April 29.

**Wisconsin:** Goshute was repaired, ran last weekend. **IF 215 LO 60 SN 25 CR 1 000**  
**TITANICUM:** Revive open. Best conditions in years, 75 feet of snow in Bowl. **CR 100**

**Maine:** SUGARHILL, Sugarhill Skiway drew 230 skiers, largest competitive field in eastern racing history. B.P. operate another month. **IF 150 LO 80, CR 1 000**

**New York:** BEECHVIEW, Good. Kites and red long poles are a spring skiing fast.

**Whitehall:** Record attendance last week jammed Lake Placid hotel. Lower area's getting a lot of rain, upper trails good. Will run this weekend. **CR 3 000**

**Vermont:** At least 12 areas still going strong, skiing good all over.

**South:** All trails fine. Biggest crowd of season snow should last through the month. **IF 60 LO 40 SN 5 CR 3 000**

**Maine:** BOWEN. **IF 65 LO 10 SN 5, CR 1 200**  
**Bowen:** Best spring skiing in area's 17-year history. **IF 60 LO 10 CR 1 400**

**ME:** BOWEN. **IF 100 SN 5, CR 1 400**  
**JAY PEAK:** **IF 70 LO 10 SN 5, CR 700**

**North Hill:** **IF 71 LO 30 SN 2, CR 700**

### Check resorts for late condition changes

**IF**—trails of snow on upper slopes and trails

**LO**—trails of snow on lower slopes and trails

**SN**—trails of snowfall last week

**CR**—only trail last Saturday

### ACKNOWLEDGMENTS

15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	100	101	102	103	104	105	106	107	108	109	110	111	112	113	114	115	116	117	118	119	120	121	122	123	124	125	126	127	128	129	130	131	132	133	134	135	136	137	138	139	140	141	142	143	144	145	146	147	148	149	150	151	152	153	154	155	156	157	158	159	160	161	162	163	164	165	166	167	168	169	170	171	172	173	174	175	176	177	178	179	180	181	182	183	184	185	186	187	188	189	190	191	192	193	194	195	196	197	198	199	200	201	202	203	204	205	206	207	208	209	210	211	212	213	214	215	216	217	218	219	220	221	222	223	224	225	226	227	228	229	230	231	232	233	234	235	236	237	238	239	240	241	242	243	244	245	246	247	248	249	250	251	252	253	254	255	256	257	258	259	260	261	262	263	264	265	266	267	268	269	270	271	272	273	274	275	276	277	278	279	280	281	282	283	284	285	286	287	288	289	290	291	292	293	294	295	296	297	298	299	300	301	302	303	304	305	306	307	308	309	310	311	312	313	314	315	316	317	318	319	320	321	322	323	324	325	326	327	328	329	330	331	332	333	334	335	336	337	338	339	340	341	342	343	344	345	346	347	348	349	350	351	352	353	354	355	356	357	358	359	360	361	362	363	364	365	366	367	368	369	370	371	372	373	374	375	376	377	378	379	380	381	382	383	384	385	386	387	388	389	390	391	392	393	394	395	396	397	398	399	400	401	402	403	404	405	406	407	408	409	410	411	412	413	414	415	416	417	418	419	420	421	422	423	424	425	426	427	428	429	430	431	432	433	434	435	436	437	438	439	440	441	442	443	444	445	446	447	448	449	450	451	452	453	454	455	456	457	458	459	460	461	462	463	464	465	466	467	468	469	470	471	472	473	474	475	476	477	478	479	480	481	482	483	484	485	486	487	488	489	490	491	492	493	494	495	496	497	498	499	500	501	502	503	504	505	506	507	508	509	510	511	512	513	514	515	516	517	518	519	520	521	522	523	524	525	526	527	528	529	530	531	532	533	534	535	536	537	538	539	540	541	542	543	544	545	546	547	548	549	550	551	552	553	554	555	556	557	558	559	560	561	562	563	564	565	566	567	568	569	570	571	572	573	574	575	576	577	578	579	580	581	582	583	584	585	586	587	588	589	590	591	592	593	594	595	596	597	598	599	600	601	602	603	604	605	606	607	608	609	610	611	612	613	614	615	616	617	618	619	620	621	622	623	624	625	626	627	628	629	630	631	632	633	634	635	636	637	638	639	640	641	642	643	644	645	646	647	648	649	650	651	652	653	654	655	656	657	658	659	660	661	662	663	664	665	666	667	668	669	670	671	672	673	674	675	676	677	678	679	680	681	682	683	684	685	686	687	688	689	690	691	692	693	694	695	696	697	698	699	700	701	702	703	704	705	706	707	708	709	710	711	712	713	714	715	716	717	718	719	720	721	722	723	724	725	726	727	728	729	730	731	732	733	734	735	736	737	738	739	740	741	742	743	744	745	746	747	748	749	750	751	752	753	754	755	756	757	758	759	760	761	762	763	764	765	766	767	768	769	770	771	772	773	774	775	776	777	778	779	780	781	782	783	784	785	786	787	788	789	790	791	792	793	794	795	796	797	798	799	800	801	802	803	804	805	806	807	808	809	810	811	812	813	814	815	816	817	818	819	820	821	822	823	824	825	826	827	828	829	830	831	832	833	834	835	836	837	838	839	840	841	842	843	844	845	846	847	848	849	850	851	852	853	854	855	856	857	858	859	860	861	862	863	864	865	866	867	868	869	870	871	872	873	874	875	876	877	878	879	880	881	882	883	884	885	886	887	888	889	890	891	892	893	894	895	896	897	898	899	900	901	902	903	904	905	906	907	908	909	910	911	912	913	914	915	916	917	918	919	920	921	922	923	924	925	926	927	928	929	930	931	932	933	934	935	936	937	938	939	940	941	942	943	944	945	946	947	948	949	950	951	952	953	954	955	956	957	958	959	960	961	962	963	964	965	966	967	968	969	970	971	972	973	974	975	976	977	978	979	980	981	982	983	984	985	986	987	988	989	990	991	992	993	994	995	996	997	998	999	1000	1001	1002	1003	1004	1005	1006	1007	1008	1009	1010	1011	1012	1013	1014	1015	1016	1017	1018	1019	1020	1021	1022	1023	1024	1025	1026	1027	1028	1029	1030	1031	1032	1033	1034	1035	1036	1037	1038	1039	1040	1041	1042	1043	1044	1045	1046	1047	1048	1049	1050	1051	1052	1053	1054	1055	1056	1057	1058	1059	1060	1061	1062	1063	1064	1065	1066	1067	1068	1069	1070	1071	1072	1073	1074	1075	1076	1077	1078	1079	1080	1081	1082	1083	1084	1085	1086	1087	1088	1089	1090	1091	1092	1093	1094	1095	1096	1097	1098	1099	1100	1101	1102	1103	1104	1105	1106	1107	1108	1109	1110	1111	1112	1113	1114	1115	1116	1117	1118	1119	1120	1121	1122	1123	1124	1125	1126	1127	1128	1129	1130	1131	1132	1133	1134	1135	1136	1137	1138	1139	1140	1141	1142	1143	1144	1145	1146	1147	1148	1149	1150	1151	1152	1153	1154	1155	1156	1157	1158	1159	1160	1161	1162	1163	1164	1165	1166	1167	1168	1169	1170	1171	1172	1173	1174	1175	1176	1177	1178	1179	1180	1181	1182	1183	1184	1185	1186	1187	1188	1189	1190	1191	1192	1193	1194	1195	1196	1197	1198	1199	1200	1201	1202	1203	1204	1205	1206	1207	1208	1209	1210	1211	1212	1213	1214	1215	1216	1217	1218	1219	1220	1221	1222	1223	1224	1225	1226	1227	1228	1229	1230	1231	1232	1233	1234	1235
----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------





## Ed Sullivan invites you to compare Mercury

**"TAKE A TIP FROM SULLIVAN. BEFORE YOU BUY ANY CAR, TRY THE PERFORMANCE CHAMPION FOR '58 AT YOUR MERCURY DEALER'S."**

**"Prices start below 42 models of the 'low-price 3'.**—You read it right the first time. It's now easier to own a Mercury than many 'low-price 3' cars. Mercury has just introduced a brand-new series with new low prices. And believe me, this full-sized Mercury is big—*really* big—measures up to 8.6 inches longer, 3.4 inches wider than the smaller cars—and weighs in up to 369 pounds heavier.

"And wait till you try the money-saving engine! You'll

discover it's a real hill-flattener—but as stingy with gas as a miser with his first dollar.

**"Leads its field for all-around bigness.**—Although prices start in the small-car class, Mercury beats even medium-priced cars for bigness. Mercury brings you an outstanding road-smoothing combination of size and weight. Here's a solid, luxurious car—that rides so quietly, you can hear your watch tick.

**"Outperforms the highest priced cars.** When it comes to performance, Mercury can make any car say 'uncle.' Because Mercury offers you up to 360 horsepower—*more* than any other American car except one costing almost



CLEAN LINE MODERN STYLING

*Puts you in tune with the times*



with any car for price, size, performance

\$1000 more. Even more important, Mercury has more power-per-pound than even the highest priced cars.

"So accept your Mercury dealer's invitation to try and compare the Performance Champion for 1958 with any other car. Once you've tried the new Mercury you'll never want to go back to ordinary driving."

**MERCURY**

PERFORMANCE CHAMPION FOR 1958



# ARNEL Drip'n'Dry by Wembley



Wonderful new Arnel®  
yarn dyed Celanese fabric  
a Wembley neckwear first!

Washes easily even in your automatic  
washer. The smart patterns,  
the crisp colors, bring new luxury  
to drip 'n' dry. \$1.50 (Bows \$1.50)

Look for the  
exclusive "Calf Guard"®  
on every Wembley Tie.  
Four cuffs and ties  
will harmonize!

ASK FOR THESE WEMBLEY TIES  
AT YOUR FAVORITE STORE



# CUPS AND KISSES

**Neither wind nor rain prevented rivals, old or new, from completion of the appointed tests**

THE traditional rivalries of the season, and several impromptu undertakings, were contested last week and, for the most part, in spite of the season's traditionally capricious weather. The Masters, at once the green end of the winter tour and the green beginning of the

summer tour, was played under fitfully sullen skies over a sodden course at Augusta, Ga.; a heavy rain pocked the Thames from Putney to Mortlake, and thick mist obscured the toiling crews in the Oxford-Cambridge boat race; a dusty cross wind with gusts up to 30 mph deviled the sprinters at Big Spring, Texas (see page 16); and a morning rain mired Los Angeles' Wrigley Field before the Bassey-Moreno fight. If the weather was changeable, the fortunes of the favorites were not. In the main, they took home the cups and bestowed or received the kisses.



**ARNOLD PALMER**, ebullient young Pennsylvanian, scored 72-hole total of 284 to win the storied Masters and \$11,250.



**MURRAY ROSE**, Australia's Olympic star, won three races, led USC freshmen to upset victory in AAU swim championships.



**KID BASSEY** consoles Ricardo (Little Bird) Moreno with a kiss after knocking him out to retain his featherweight title.



**CAMBRIDGE CREW** of J. S. Sulley (cox.), M. B. Maltby, D. C. Christie, R. D. Carver, R. B. Ritchie, P. D. Rickett, J. A.

Pitchford, J. R. Giles, A. T. Denby defeated Oxford by three and a half lengths in Thames race for 58th win in 194 meetings.

## PALMER EARNS HIS JACKET

On the wind-whipped Augusta National course this week a young man named Arnold Palmer celebrated Easter Sunday by winning the Masters golf championship and the dark green jacket which is its exclusive symbol. He finished early with a 284 and then waited in the clubhouse while 10 other serious contenders made their bids and failed.

Palmer, a muscular 28-year-old from Latrobe, Pa., had good scores (70-73) on his first two rounds, but the spotlight was falling on Ken Venturi with his brilliant 68-72 on those days and it wasn't until Saturday that Palmer with his 211 began to look like a possible winner.

On the final day Arnold was given the unenviable assignment of pacing home such fierce contenders as Sam Snead, the splendid amateur Billy Joe Patton, the resolute defending champion Doug Ford and Cary Middlecoff, as well as Venturi and others—all of whom snuggled under a 4-stroke blanket. Under this pressure Palmer hit the ball far and effectively

and moreover showed a cool knowledge of the rules that contributed to the final margin of victory. It had been raining for two days, and when Palmer's tee-shot on the par-3 12th hole became deeply embedded in the muddy embankment just back of the green, he hacked out and took a 5. But then, citing a temporary course "bad-weather" rule which permitted a free lift out in such an instance, Palmer played a provisional ball and got a par 3. Even while waiting for his claim to be upheld—which it was—he eagled the par-5 13th, finished with a 73.

Ford and Fred Hawkins, playing together, supplied a final thrill in the late afternoon when each stood on the 18th green needing only longish putts to tie for the lead. But Hawkins missed his from 18 feet, and when Ford's brave try from 12 feet swerved too far left Palmer was the winner.

A diligent fellow, Palmer will take only a few days of rest and vacation. Then he will fold up his brand-new green jacket and get back to the tour.



KEN VENTURI TRIUMPHANTLY TOSSES HIS

## BIG WIN IN A BIG WIND FOR DUKE'S SIME

Dave Sime, a sprinter built with the solid grace of a tall heavyweight, went rabbit hunting in the windy wasteland of Big Spring, Texas last week. He potted a couple of the long-legged, big-eared Texas jack rabbits with a .22-caliber target pistol bought for the occasion on Friday; next afternoon, he bagged Texas' most famous jack rabbit when he outran Olympic Champion Bobby Morrow in a wind-swept, sand-scoured 100-yard dash.

It was a solid victory for Sime, who had split with Morrow in two races in 1956, winning at 100 yards in 9.4 seconds, losing at 100 meters in 10.4. Friday morning, before his rabbit-hunting expedition, Sime had worked hard on the only flaw in his magnificent running style—his start. As Joe Bailey Chesney, one of the best starters in America, sent off

high school and junior college runners, Sime lined up on the grass, taking the starts with them in order to synchronize his getaway with Chesney's rhythm. The next morning, in a preliminary heat, he started well but straightened up too soon, lost his momentum and drive and finished second to Abden Christian's Bill Woodhouse.

In the big race against Morrow in the afternoon, Sime told himself "Don't straighten up," shook off one false start, then exploded out of his blocks in a perfectly timed start. Morrow was never in the race as Sime built his lead in the last 20 yards, beat Morrow a full step and Woodhouse, a surprise second, by nearly the same margin, in 9.6 seconds. Sime and Morrow meet again at the Penn Relays, April 25-26. "It will be different there," Morrow said.



LUNGING powerfully for tape, Sime wins with Woodhouse second, Morrow third.



CAP AFTER ACHIEVING SECOND-ROUND LEAD



PALMER GOES FOR HIS CAP AFTER TAKING A THIRD-ROUND LEAD THAT HELD UP



PEERING half-fallily from formidable cage of arms, Bassey watches Little Bird's violent right miss mark in first round.

## THE SQUIRE BEATS THE LITTLE BIRD

"When I awoke and saw it was raining here in Los Angeles, I actually wept," said Hogan (Kid) Bassey of Calabar, Nigeria and Liverpool last week in the precise accents of a man on whom Queen Elizabeth has bestowed the Order of the British Empire and who is entitled to be addressed as Hogan Bassey, Esquire. Kid Bassey explained that he was "emotionally prepared" to defend his feather-weight title against Ricardo (Little Bird) Moreno of Mexico. "Delay would have been annoying."

There was no delay—though a pro-Moreno crowd, thousands of whom had traveled up from Mexico, booed Bassey as he entered the ring. Bassey merely nodded.

In the stands Moreno supporters bragged: "The big punch, señor! The Little Bird will, how you say, tear the head from the small man from Africa." And so it seemed, as the Mexican tore violently into Bassey in the first round. But in the second the accomplished Bassey took over, belaboring the wild and woolly Moreno at will. In the closing seconds of the third round Bassey dropped Moreno with a right. The Little Bird fluttered feebly as the referee tolled 10 above him.

Hogan (Kid) Bassey, Esq., MBE, paid a courtesy call on Moreno and gravely congratulated him on his big punch.

## YOUTH MOVEMENT ON THE WATER FRONT

For two successive weekends wet-backed youngsters scarcely out of their trundle beds have been repainting the U.S. swimming picture in chlorinated watercolors.

True, a few oldtimers like Frank Modine of Michigan State and Roger Anderson of Yale came through with expected victories in the NCAA swimming championships at Ann Arbor, March 27-29 (see panels below), but in the same meet a 19-year-old U. of Michigan sophomore named

Tony Tashnick sounded the herald horn of swimming's youth movement with record marks in the 100- and 200-yard butterfly. And last week, at the AAU nationals in New Haven, the water babies really took over.

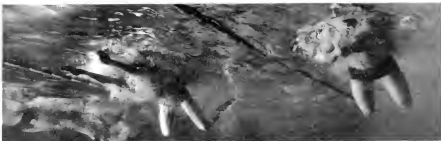
Australia's Murray Rose, a 19-year-old USC freshman, easily won the 220-yard and 1,500-meter freestyle and broke the old U.S. record in winning the 440 freestyle in 4:21.6. Lance Larson, 17, an unknown Los Angeles schoolboy, won the 100-yard freestyle

in 49.5 and came a fingertip second to Tashnick in the 100-yard butterfly, though both were timed at the U.S. record-tying speed of 54.3. And, too, there was the promise of a future record buster in 12-year-old Ronnie Wirth of Philadelphia, a 440 freestyler who was but one of several subteen-agers who performed amazingly against man-size competition.

All in all, the championships augured shorter odds on U.S. swimmers in the 1960 Olympics future book.



BUTTERFLYING TASHNICK (ABOVE, LEFT) AND BREASTSTROKING MODINE (BELOW, LEFT) FLOW TO NEW NCAA RECORDS



JEFF FARRELL (LEFT) AND CHARLES BECHTEL TAKE EARLY LEAD IN NCAA 320-YARD FREESTYLE WON BY YALE'S ANDERSON





POISED, IN THE WORDS OF HER DESIGNER, "LIKE A PORPOISE ABOUT TO LEAP," BRITAIN'S "SCEPTRE" AWAITS HER FIRST DIP

## BRITAIN FLOURISHES ITS NEW 'SCEPTRE'

A full month before any of her U.S. counterparts was ready, Britain's eagerly awaited America's Cup challenger last week slid down a Clyde-side ways to become no longer merely Job No. 397 but the duly christened 12-meter yacht *Sceptre*. "We wanted a name," said Charles Wainman of the British syndicate, "that wouldn't look too silly if we lost."

Despite this modest and cautious disclaimer, few people of the hundreds gathered on the bank of Scotland's Holy Loch seemed much concerned with *Sceptre's* losing. A bright sun had broken through days of grim overcast to lend happy augury to the event. Flags fluttered from the riggings of yachts moored nearby. Along the banks of the loch, which is really an inlet of the Firth of Clyde, elegantly dressed Londoners mingled with local schoolchildren to watch the delicate craft slide into the water. When at last Lady Gore, wife of Commodore Sir Ralph Gore of the Royal Yacht Squadron, swung the herb-boned bottle of champagne that started *Sceptre* down the ways, a resounding cheer rolled up the surrounding hills.

Nothing has been spared by her backers, by Shipbuilder George Robertson who built her or by Naval Architect David Boyd who designed her to make Britain's challenger, in

Robertson's words, "as fine a piece of work as could be turned out in any yard in the world today." Her long and graceful hull, painted white with a vivid scarlet boottop at the waterline, spoke for itself. Virtually every item in her construction had been especially designed and fabricated by manufacturers as eager as the yacht's owners to bring home the silver trophy which America's yachtsmen have guarded jealously since 1851. "Every

man in the yard," confided *Sceptre's* builder Robertson, "feels he is a part of her."

A Bermuda-rigged cutter, some 70 feet long and weighing more than 30 tons, *Sceptre* had been turned out in a creditable six months. Her hull is of heavy 1½-inch mahogany laid over alternating frames of steel and timber. Her mast is aluminum, her rigging high-tensile steel, her sails Terylene, the British chemical industry's equivalent of Dacron.

Some two weeks hence, after preliminary tune ups in Scottish waters and the completion of last-minute construction details, *Sceptre* will sail to the south of England to begin her in-earnest training under a crew, not yet finally mustered, for the races off Newport, R.I. in late September. Unlike her J-boat predecessors, all of which were required by the rules governing the challenge to sail across the ocean "on their bottoms," Britain's newest cup challenger will be carried to American waters as freight sometime in mid-July.

While the three new U.S. yachts, the Hovey-Hunt *Easterner*, the just-named Mercer-Rhodes *Weatherly* and the still-nameless Sears-Stephens boat, as well as the veteran *Vixen*, are competing among themselves, *Sceptre* will presumably be learning a thing or two about how to beat them all.



DESIGNER DAVID BOYD hovered lovingly over every detail of *Sceptre's* growth.



**TOP MUTT**, Gene Narducci's Lassie, was best-in-show at the Valentine Boys' Club.



**TOP TERRIER** at Chicago was Westhay Fiona of Harham, shown by Tom Gately.



**TOP DOG** was Ben-Dar's Winning Stride, with owner (left) and Hayden Martin.

NEWS OF THE WEEK *continued*

## CHICAGO GOES TO THE DOGS

In the brilliantly lighted expanse of Chicago's International Amphitheatre, home of livestock expositions and political conventions, 2,371 purebred dogs from 32 states and points abroad gathered to bid for one of the dog-world's greatest prizes. Hardly as well publicized as New York's Westminster but even more spectacular, the International Kennel Club's annual show is the biggest in the Midwest and the best attended in the country.

Into its winner's circle this year pranced three of 1957's top canine celebrities: Harold Florenheim's Aire-dale, Westhay Fiona of Harham, top terrier of the year; Charles Venable's powerful Pekingese, last year's best-in-show, Chik T'Sun of Caversham; and Chrs Teeter's big winning basset

Siefenjagenheim Lazy Bones (SI, Dec. 16, 1957). As photographers popped flashbulbs at these blasé veterans of the limelight, a newcomer to the big time, Ch. Ben-Dar's Winning Stride, modestly waited for New York Judge Alva Rosenberg to crown him best-in-show at Chicago. The orange Belton English setter, owned by Mr. and Mrs. Raymond O'Connell of Livonia, Mich., had only one other best-in-show to his credit, but showmanship is his heritage. Four years ago in the same arena, Winning Stride's father walked off with the same victory. For Winning Stride the future gleams as brightly as the International's first-prize Paul Revere silver bowl.

But the triumph was no more mem-

orable than that which Eugene Narducci experienced in a smaller and less spectacular arena on the other side of the Windy City. Here the Valentine Boys' Club staged its own version of the International—a Common Dog Show.

In the club's gymnasium mutts of all shapes, sizes and styles put best paws forward as they hid for a prize which to their young owners carried every bit as much glory as the biggest at the International. Victorious over such formidable competition as Cleo, Most Spotted Dog in Show, and Sinna, Youngest Dog in Show, was Giant Mutt Lassie, a collie-type collie which bounded off with top honors and the overwhelming admiration of her wide-eyed 8-year-old owner.

*Photographs by Arthur Stoppel*



**PERFORMING** in International's elaborate field trial exhibition, Harwin's Fast Quate splashes from pool with retrieved duck.



**RELAXING** amid battery of trophies, English Ch. Threethorne Honey Light of Ashford appears bored by first week in U.S.

# THUNDERBIRD



New Ford Thunderbird seats four —  
now it's twice the fun to own one!

Even the most gregarious man can be a Thunderbird man now. Family? Friends? Take 'em along!

Take them in style—Thunderbird style! The new T-bird has *four* of the most comfortable, most luxurious full-sized fine-car seats you can imagine. *Plenty* of room all around. Head room. Leg room. Shoulders room. And enough trunk room to take care of the full luggage requirements of four people on a cross-country trip!

All this comfort, all this room, in a car that's all T-bird in spirit, in power, in performance! As always, the new Thunderbird handles deftly and parks easily. It maneuvers and corners like a sports car!

Your Ford Dealer invites you to see and drive this excitingly different car. He'll tell you the most startling news of all: You can own the new 4-passenger Thunderbird for far less than you would pay for other luxury cars!



Extraordinarily wide and welcoming doors give you direct access to all four individually contoured seats. Front seats are individually adjustable, too. (That's standard, by the way.) Thunderbird's exclusive console runs fore and aft, houses power window controls, heater control, radio speaker and ash trays for the convenience of all four passengers. This is travel—Thunderbird style!

AMERICA'S MOST INDIVIDUAL CAR



© ALLEN-A INC. 1958

*Briefer than boxers... freer than briefs*

## Allen-A walkers... they don't ride!"

The gentleman above is modeling a new kind of shorts, the like of which you have never seen. Known as Allen-A walkers they are so fashioned that they will not ride up the wearer's leg.

If we may divulge a masculine secret—when a man puts his hand in his trousers' pocket, he is not necessarily reaching for his money clip. Quite likely he is surreptitiously pulling down drawers that have ridden too high for comfort.

This remarkable garment is cut freer than a brief to eliminate binding and chafing. It is cut briefer than boxers with legs that cling to the thighs with the gentle persistence of soft cotton knit.

To top it off, Allen-A walkers boast a patented Nobelt® waistband of live rubber which is guaranteed to keep its elasticity for the life of the garment.

Allen-A walkers are made in white, the color of modesty and quite flattering against a tan.

Haberdashers who stock the finest are selling them at one fifty the pair, the box of six at eight seventy-five—a value, we believe, without peer in the nether regions. The Allen-A Company, Piqua, Ohio.

Allen  
A.



# EVENTS & DISCOVERIES

## Space Age Chess

WITH satellites spinning around the earth 2,500 miles out in space and Walter O'Malley and the Dodgers even farther removed from their launching pad at Ebbets Field in Brooklyn, the problems of adjustment to the new age mount by the minute. But the problems are being solved: the toy manufacturers were in the shop window's with miniature satellites and missiles almost overnight, and now comes word that the ancient game of chess has been made ready. Arthur Elliott, an artist and avid chess player, has designed (and copyrighted in Italy) a whole new set of space-oriented chessmen.

"As a game," says Elliott, explaining his own adjusted thinking, "chess is often compared to war maneuvers. Even the pieces used to play the game have resembled or been compared to military counterparts, the pawn as the foot soldier, the knight as the armed horseman, the tower the fort or tank and so on. In my game, the pawn is a rocket, the knight is a satellite, the queen a space ship. The tower is radar, the king a space station, the bishop an ICBM."

All the new pieces, says Elliott, are in character with the traditional ones. That is, the satellite hurtles through space as did the old horseman across the landscape, the ICBM slashes across the board as did the bishop and the rockets protect and attack at close range as did the pawns. The space ship, the queen, can go anywhere, and the space station, like the king it represents, has little mobility.

The adaptation of chess to space could scarcely be more fitting, in Elliott's view. "Since chess is played in the mind and imagination," he says, "it is a quiet game, matching the silence of space. And the movement of

the chess pieces is as thrilling to the eye of the passionate chess player as an eclipse is to the astronomer."

## Other Space News

AND THEN—in the story now going by word of mouth from coast to coast—there's the new Sputnik Girdle. Haven't heard of it? It's for girls

who want their shape to be out of this world.

## Happy Easter

NOT SO MANY Easters ago the only discernible signs of friendship for the Japanese people in this country lay in a grove of blossoming

*continued*



Opening Day 1953

## EVENTS & DISCOVERIES

cherry trees along the banks of the Potomac River in Washington, D.C. These innocent plants were themselves an anachronistic holdover from a day before the bitterness of war had turned the people of two great nations against one another, however, and there were those in Washington back in the early '40s who even wanted to chop down the cherry trees.

Since that ugly time many things have changed; changed, we think, for the better. As the Easter season rolled around again this year, it was the cherries themselves that held aloof. Embittered by an extra-harsh Potomac winter that lingered overlong, they stubbornly refused to blossom on schedule. But elsewhere in a nation whose people find hatred at best an uncomfortable burden, evidences of an old friendship nurtured to renewed strength by past regret were in full and vigorous bloom. A movie celebrating Japanese-American friendship in the very shadow of national defeat and victory was a leading contender for the highest honor U.S. filmhood had to offer. Two Japanese actors as well were up for Hollywood's cherished Oscars and one of them walked off with the prize.

## They Said It

**GARRY SCHUMACHER** of the San Francisco Giants' front office: "They told me it never rained in March. I bought that. It not only rained all March but it's still raining in April. They say it will clear up for the opener. I don't know, now, if it will ever clear up."

**HARRY E. FRANK**, New York Supreme Court justice, in a 12-page decision regrettably denying the suit of a man trying to halt the transfer of the New York Giants to San Francisco: "Beneath these robes beats the heart of a Giant fan."

**ROCKY MARCIANO** in an on-the-button summation of boxer Floyd Patterson: "He's everything a good heavyweight champion should be. Except busy."

**GEORGE GAINFORD**, *Sugar Ray Robinson's* think-big manager replying to an offer for *Sugar* to fight Gene Fullmer in Udon this summer for \$100,000: "Time and place acceptable. Just add another zero to your figure."

**COOKIE LAVAGETTO**, manager of the likely last place Washington Senators, after reprimand by Commissioner Ford Frick for saying the Yankees would win pennant by 15 games: "I wanted to get them overconfident so we could beat them."

The finest tribute of all from one friendly people to another, however, was that accorded two diminutive Japanese sportsmen who came to this country a fortnight ago in a deliberate attempt to steal one of our top golfing trophies, the Masters championship. Far from resenting the fact that 5-foot-3 Torakichi Nakamura, whose never-failing grin and bland, cheerful face put one in mind of an amiable casaba melon, and his sidekick, Koichi Ono, beat the pants off U.S. Golfers Sammy Snead and Jimmy Demaret in Japan last year, the American fans at Augusta last week were openly rooting for the Japanese. "Pete" Nakamura's fabulous skill with a putter, his heroic hole in one during a practice round and his endless good humor were constant topics of conversation wherever the fans gathered.

"That's all you hear around here," said one reporter, "Let's watch the Japanese! Why, you wouldn't know Hogan or Snead were in the tournament." "That Pete," gushed one entranced Georgia lady, "he seems to have a perpetual smile on his face."

On the morning the tournament reached its final rounds, two U.S.

marines eagerly scanned the giant scoreboard for news of a friend. "Hey, look here," one of them shouted at last, grinning happily, "Pete made the cut." Unhappily, Pete's partner failed to qualify for the last 36 holes and Pete's own final score (78, 73, 76, 76, for a total 301) was nothing to crow about. But if Nakamura and Ono had failed to win the Masters by a wide margin, the prize they carried away in the affection of one people for another was a sight more precious than any sporting trophy.

## The Old Ball Parks

GONE are the Polo Grounds and Ebbets Field, joining an obituary list that also includes Braves Field in Boston, League Park in Cleveland, Baker Bowl in Philadelphia and (if



you want to go 'way back: Robinson Field, onetime home of the Cardinals in St. Louis. The new trend, of course, is toward city- or county-owned baseball stadiums which accommodate other sports and assemblies of all kinds. In Milwaukee, it is County Stadium, in Cleveland and Kansas City it is Municipal Stadium, Baltimore has Memorial Stadium, Los Angeles, for a time, will see the Dodgers in the Coliseum, and San Francisco will house the Giants temporarily in the minor league park called Seals Stadium.

In Boston, there is a syndicate trying, unsuccessfully so far, to lure the Red Sox out of historic Fenway Park (where Babe Ruth pitched) and into an as yet only imagined \$10-million sports center. There were mutterings from Cincinnati during the winter that Powell Crosley Jr. had toyed with the idea of yanking the Redlegs out of Crosley Field and putting them in New York. Somebody said John Galbreath could be tempted to take his Pittsburgh Pirates out of Forbes Field for the same purpose. Is any old ball

park safe? Happily, there seem to be more than a few: Connie Mack Stadium in Philadelphia, Yankee Stadium in New York, Griffith Stadium in Washington, Briggs Stadium in Detroit, Wrigley Field and Comiskey Park in Chicago and Busch Stadium in St. Louis.

With Gusie Busch in charge, the St. Louis ball park looks particularly secure. And that is as it should be, for baseball has been played on this site since 1866 when Andrew Johnson was president and there were only 36 states in the Union. No ball park is so heavy with tradition. As Sportsman's Park, its name before the Busch interests took over, it housed the old Browns of the American League and the old, old Browns which won four straight pennants in the American Association. It has memories of Hornsby and Sisler in their batting primes and of the Gas House Gang and of Frisch and Durocher making the double play.

The other day, a man who remembers them all and many before them stood on the edge of the infield of Busch Stadium watching a grounds crew at work on the finishing touches for the 1958 opening. He was Bill Stocksick, 72, the dean (at least the full-time, year-round dean) of major league groundskeepers. He took his first job at Sportsman's Park in 1905, painting foul lines and pushing a hand lawnmower, and he has been there, more or less, ever since.

"There was a three-man crew when I started," said Bill Stocksick, "now we have 50. In the old days, it took three days just to cut the grass; now we do it in less than two hours and do it better. The modern drainage system makes it unnecessary to use the old five-ton rollers and modern fertilizers make the grass greener than it used to be."

Everything is ready, Bill Stocksick said, for opening day. Not only the playing field, but the stands where new paint glistens and all the broken seats have been repaired. The peanut vendors and the hot dog, soda pop and beer salesmen, the scorecard hawkers and the umpires all are in good voice. The ushers stand with dust cloths poised, the men who paint



"Nine . . . eight . . . seven . . . six . . . five . . ."

the foul lines at the last minute are clear-eyed, steady of hand.

Of course, that's true all across the country, in ball parks new and old. But there will be something different about the old parks, a little something the great new city- and county-owned stadiums won't ever quite duplicate. In the old parks, where the memories linger, the grass, as Bill Stocksick was saying, will strike some opening day fans as just a little greener than it used to be.

### Cool Heads

THOSE natty Cincinnati Redlegs, who came out with the genteel knitted-weekit look in 1956, are



bringing another innovation to baseball this spring. Their new item is Vapo-Cool, by MacGregor. It's an

air-conditioned cap, styled (and patented: Reg. U.S. Pat. Off. #2544381) by Baseball Milliner Joe Henschel of St. Louis. The crown of Vapo-Cool is fashioned of an airy mesh. The old-hat sweatband has been replaced with a glistening strip of aluminum foil folded over ribbons of sponge. To use it, the player merely goes and soaks his hat in a bucket of water and tugs it on. The water evaporates, the aluminum chills and cooling vapors swirl through the hair of the wearer. "It goes on like that for hours," says Hattie Henschel.

We believe the Redlegs deserve a pat on the back for their pioneering. Certainly, as you glance at the scouting report pictures of the other major league teams elsewhere in this magazine you don't have to be Mr. John to see right off the bat that the others still burden themselves with caps of dark, woolly, heat-absorbing tradition that do little to promote heads-up ball in hot sun. But a San Francisco man in our office suggests that the Redlegs would do well to

continued

## EVENTS & DISCOVERIES

take some old-fashioned models along when they play night games in his old town, where spring temperatures all too often bounce around in the 40s. In fact, our San Franciscan is thinking of working up a little patented cap of his own for the Giants: fur-lined and with ear muffs.

### Family Man and Family

THE LITTLE BOY, whose parents call him Ray Jr., was just as wide-eyed as the other little boys on opening night of the circus in Madison Square Garden last week, but somehow he managed to look uncomfortable in his tuxedo. He was, after all, only 9 years old and had not been wearing tuxedos for more than a year or so.

The boy pulled at his bow tie, squirmed in his seat (a front-row box) and from time to time leaned across his mother's chinchilla-covered lap to whisper something to the head of the family.

After each whispered conference, the father stood up, hailed a vendor and bought whatever the boy had asked for. The vendors hovered attentively, which is an unusual thing in the Garden. Father and son watched the circus rapidly over ice cream, peanuts and pink cotton candy. The mother just watched. At intermission, several youngsters came up to the man and asked him to autograph their circus programs.

Toward the end, Harold Alzana, the "death defying" high-wire performer, fell while picking his way down the 45' exit wire and dropped 20 feet to the tanbarked floor of the Garden. As circus people carried Alzana off on a stretcher, the man turned to his wife and suggested that they leave. And a spectator sitting close by said out loud, "Gee, after what he did to Basilio, you wouldn't think this would bother him."

At the top of the steps, Sugar Ray Robinson paused with a friend. "What a way to make a living," the middleweight champion of the world said, gesturing toward the unconscious Alzana on the stretcher. Then Sugar Ray turned and moved down the aisle, poised on the balls of his feet like a dancer, or a fighter. He

grinned at a group of people in evening dress like his own, swung his arms around his wife and young Ray Jr. and nodded good night.

### Ambassador's Memory

FOR CLOSE to 30 years, or ever since his entry Easter Hero was nosed out of first place by the winning Gregalach in 1929, U.S. Horseman John Hay Whitney has been hoping to find a Thoroughbred good enough to carry his colors to victory in England's horse- and heart-breaking steeplechase, The Grand National. In the course of those years, Jock Whitney's interests have expanded to include the multifarious concerns of an ambassador extraordinary and plenipotentiary to the Court of St. James's, but the National still lies close to his heart.

The other day, on the eve of a diplomatic reception for U.S. consuls in the United Kingdom, Ambassador Whitney got a note asking if he was interested in the purchase of a horse named Mr. What. Whitney, who had never heard of the beast, turned down the offer, attended his reception and, on the following day, ran down to Aintree to watch his own young entry, Green Light, win a preliminary hurdles race. A bit later, with Whitney still watching, the horse called Mr. What soared over Beecher's Brook and all the other Aintree obstacles to win the Grand National by some 30 lengths.

Was Jock Whitney downhearted?



### Off Course

This careman from Harvard, his sports days are through; They caught him at Vassar Stroking the crew.

—HERR GOSCHES

He was not. After waiting 30 years, he still wants the victory with a horse he had bred himself, not one bought readymade at the last minute. Such a horse might well be Green Light, a likely entry for some future National. "It's a very promising horse," says Ambassador Whitney. Then, thinking back to the horse that came within a nose of winning for him 29 years before, the ambassador added: "But it's still too early to tell if he will be another Easter Hero."

### Ecumenicity in Seattle

THE remarkable performance of Seattle University—a Catholic school with several Negro players—in last month's NCAA basketball championships and, especially, the passionate way all Seattle rooted for the team, prompted the Rev. Darrel E. Berg, minister of Seattle's Ronald Methodist Church, to write these considered words in the church publication:

"When a great national sports event such as the college basketball finals takes place, we seem to forget our denomination divisions. I should think most Protestants in this city were pulling for a team that went so far when so little was expected. . . .

"In some ways the world of sport, for all its illegal subsidies, collegiate commercialism and cold competition, is doing a better job than the church. This year, for the first time in history, we had an all-Negro, all-American basketball team and Elgin Baylor [the Seattle star] was one of them. . . .

"One of the words we have been hearing lately is ecumenicity. For some reason I don't like the word. It is a highfalutin way of saying Christian love. For all our preaching, there is usually more genuine, interracial, interdenominational feeling at an athletic contest than in church.

"Why is this so? Well, for one reason, we are not trying to produce it there. We are not self-conscious about it. It is a sort of byproduct. This does not mean we can quit preaching it, but that it can be preached from other places than the pulpit."

Amen.



**CRAZY COSTUMES** like that worn here by Ann McClain are *de rigueur* for lady golfers in tourney at Coral Gables, Fla.



**YELLOWTAIL QUEEN** Dee Barlow of San Diego earns her title at the expense of fish whose shapeliness matches hers.



**EARPHONE CIRCUIT** allows Mrs. Robert Long to play herself a private electronic concert on Coral Reef, Fla. waterfront.

## THEN, SUDDENLY, IT WAS SPRING

Two well-meaning but tactless scientists chose last week to assert that another ice age was on its way. A San Francisco newswoman, asked to file a report on spring, begged off on the ground that he was too busy covering the worst winter storm since 1889. Here and there, however, despite denial, the annual promise of spring was being fulfilled in countless ways. In New Orleans, Josephine, the last hope of the whooping cranes, was busy

hatching another egg. In Chicago, the twin offspring of a polar bear and a grizzly were blinking newly opened eyes in tribute to unwonted compatibility. Rockefeller Center's Prometheus, the Kaaba stone of New York's tourist Mecca, was getting a new suit of 23-carat gold. The swan boats were afloat again in Boston's Public Gardens. And practically everywhere else, as these pictures show, people were beginning to enjoy themselves.

**TENNIS' "GOLDEN GOODNESS"** Karol Fageros' demure lamé panties to match nickname at Miami's Roney Plaza.



**JUNE IN JANUARY** with a touch of April is the theme song as summer-clad Celia Onizuka and June Svedova blend seasons on Washington ski slopes.



**DRESSING WITHOUT TURKEY** is the lot of Champion Archer Ann Marston as birds fail to show in Arkansas shoot.





**BASEBALL ISSUE: 82 PAGES  
TO SERVE YOU THROUGH THE SEASON**

# AT LAST THE TWIN DO MEET

**East and West will clash in a season  
made exciting by new cities, fans, faces  
and champions. All this, and  
a whale of a pennant race—or two**

by **ROY TERRELL**

**N**OW it is April, and the immortal words of Abner Doubleday—or maybe it was Walter O'Malley—ring again throughout the land: "It looks like it's going to be a great season." Strangely enough, 1958 really does look like it is going to be a great season. Or at least a new and different and highly unusual one, which is perhaps even better.

There is a new World Champion and, with all due respect to the Yankees and Dodgers, this supplies, at the very beginning, a nice, refreshing touch. There is a scattering of new managers and general managers and coaches, and if you don't think this will liven things up, you haven't been exposed to the personalities of Frank Lane or Charley Dressen. Don Newcombe has become airborne and Ted Kluszewski is wearing a new corset. And, above all else, the national pastime has finally become national in scope as well as in name. Los Angeles and San Francisco have joined the troupe, and the boundaries of big league baseball have been pushed westward some 1,500 miles from the banks of the Missouri to the shores of the Pacific. Already it looks like a pretty good thing.

While one may have been led to believe that the exodus of the Dodgers and Giants was received with violent reactions in the East, most of the tears which flowed into the Gowanus Canal and temporarily threatened commerce on the Harlem River actually came from New York baseball writers who suddenly found themselves on the verge of becoming statistics in the recession. If Brooklyn fans had wanted the Dodgers badly enough, by their very presence in the ball park they could have assured themselves of a team for all time. As for the Giants, seldom have so many played so much before so few.

The stillness which has settled over the playing fields of Flatbush is, of course, a sad thing; there has never been a baseball town exactly like Brooklyn, and the

*continued*

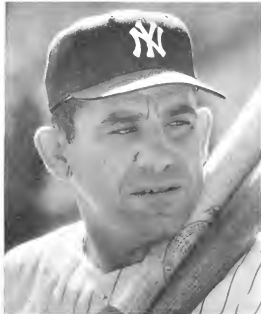
## **NO PLACE LIKE HOME**

Towering walls of vast Coliseum, Los Angeles' answer to tight little Ebbets Field, rise over famed slugger Duke Snider, who will be leading Dodgers into their uncertain but thrilling future.









#### PUNCH FOR THE YANKEES

Even with their great depth, Yankees badly need catching skill and big bat of Yogi Berra, one of most feared clutch hitters in American league. Plagued by broken nose and bad slump last year, he must now shake off skin infection and injured hand if Yankees are to have things their way.

#### GLUE FOR THE GRAVES

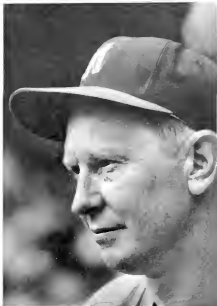
Still bothered by groin muscle pulled in fifth game of World Series, Old Pro Red Schoendienst must stick in lineup if Milwaukee is to retain pennant. His sharp hitting and brilliant play around second base are no more important than the steady influence he exerts on this young team.

#### BASBALL '58 continued

memories of Uncle Robbie and Babe Herman and Dixie Walker and baseballs bouncing through the windows of the service station across Bedford Avenue will be slow to die. But Los Angeles is quite an unusual place itself, and there is no reason why three Dodgers can't some day occupy the same base out there, too.

There is a variety of benefits to be realized from the shift to the Pacific Coast. For Horace Stoneham's Giants it will mean a chance to become solvent once more, and for Walter O'Malley of the Dodgers, a chance to grow even richer. The climate will be healthier for the athletes (fog, smog, shmog) and their wives will adore California clothes. People in Minneapolis and Houston and Toronto can rejoice in the happy thought that what has happened to Los Angeles and San Francisco can one day happen to them, too. But the California fan will be the greatest beneficiary. Contact with Willie Mays and Stan Musial and Henry Aaron and Don Drysdale by way of Market Street and the Hollywood Freeway may hardly be as safe as via the

continued



#### NEW TEMPLE FOR AN IDOL

Star of a hundred games in the Polo Grounds 2,500 miles away, Willie Mays poses happily in Seals Stadium, where his fireworks will help San Francisco forget that pennant chances are small.



#### **BASEBALL '88** *Continued*

coaxial cable, but it can be so much more rewarding.

The new look in baseball is not without its problems, of course. San Francisco sometimes shocks itself where sports are concerned by discovering that sophistication is only skin-deep; when the pro football 49ers win a few games each fall, for example, the town goes wild. Yet this big league sports city has only a minor league

ball park with a seating capacity of less than 25,000, and although Seals Stadium may be adequate for a while, just wait until this highly promising young Giant team begins to perform. Moreover, a few miles to the south construction on one of the finest new stadiums in the land will soon get under way.

In Los Angeles, where Chavez Ravine is still just a place to throw old tin cans, the Dodgers have a stadium—and what a stadium—but it was never meant



for baseball in any form. If George Shaffer, once home run champion of the National League, were to walk into the Coliseum and get a good look at that left field fence (a paltry 250 feet from home plate) he would surely drop dead laughing. It took Shaffer, you see, an entire season to hit three home runs, an output likely to be matched by Willie Mays on any day the Giants are in town. Of course Shaffer is no problem, having

*test continued on page 38*

#### POINT OF NO RETURN

Robin Roberts, his once lethal right arm whipping the ball toward home plate, is no longer the dazzling, always dependable 20-game winner of recent years. With most of his fiery speed gone now, he must find new pitch to back up his fair curve and pinpoint control.



#### ANXIOUS ARMS

Cleveland's hopes for a return to the first division rest heavily on the three pitchers running here under an Arizona mountain: Bob Lemon and Mike Garcia, veterans of the great 1954 staff, flanking young and phenomenal Herb Score, now ready to pick up his shining career where it was interrupted, almost catastrophically, early last year.



#### 4 MY ACHING BACK

If Ted Kluszewski can ignore the most famous backache in baseball long enough to supply the power Pittsburgh so desperately needs, disappointing Pirates of '57 could become the surprise team of the National League in 1958. Cautious in his early conditioning, big Klu hit the ball hard in late exhibition games, says he is now ready to play.



#### PAT HAND

Best pitching staff in baseball is the claim of the White Sox, and these four ace lead the way: Dick Donovan and Jim Wilson (at top), Early Wynn and Billy Pierce (below). Other teams point out, however, that it takes runs to win ball games, even with pitching like this, and no one has yet figured out where Sox runs are going to come from.



▲

#### MILWAUKEE MARVEL

Eight times in 12 seasons has the amazing left-hander of the Braves, Warren Spahn, won 20 or more games. Now he is almost 37 and the rest of the league is hopefully repeating that he has to run down soon. In Milwaukee they are praying that this is not the year for it to happen.



#### DODGER ENIGMA

Despite his youth (25) and tremendous talent, Johnny Podres has never been able to win more than 12 games. But last year he led even Spahn in the earned run averages and now, if chronic arm, back troubles behave themselves, this could be his eagerly awaited big year.

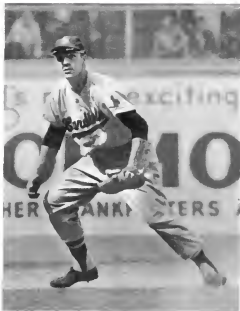


#### OUT FROM THIRD

Plucked off third base during the '57 season and dropped into a gaping void in center field, Ken Boyer, a big, fast kid with great promise who was an All-Star infielder, had trouble learning his new job. If he can handle it now and hit as he should, a big Cardinal problem is solved.

#### OUT FROM SHORT

Bothered by a sore foot and slowing reactions, Harvey Kuenn knew Tigers had better shortstop in Billy Martin, so he agreed to switch to center field. Strong arm and good speed indicate experiment will pay off and added outfield punch will benefit Detroit all the way around.



hit all three of his homers in 1877 and departed long since, but the fact remains that the Coliseum is a rather unsatisfactory home—to everyone but O'Malley, who sees an alltime record crowd of 93,000 on opening day and doesn't consider an advance ticket sale nudging \$3 million to be unsatisfactory at all. Actually, the Los Angeles fan—who is twice as rabid as the one in San Francisco—probably won't really care. He is prepared to like that sawed-off foul line, to like home runs by the dozens and to love Willie Mays even if he does play for the hated San Francisco Giants. But most of all, he is prepared to like big league baseball.

"I, Goodwin J. Knight," intoned the governor recently, "... do hereby proclaim April 13 through April 19, 1958, as Major League Baseball Week in California." Properly briefed, Goodie Knight also pointed out that "only one of California's entries can win the National League pennant this year" but trusted that "one will emerge as league champion so that we have our first World Series on the Pacific Coast next fall."

Californians are likely to be a bit disappointed here. If they want to see a World Series they had better make plans now to spend October somewhere in the vicinity of Milwaukee or Yankee Stadium.

It is a baseball axiom that a pennant contender is measured by how well its strengths offset its weaknesses, and here the Braves and Yankees once more appear to be out ahead—the Braves because they have a wonderfully deep pitching staff and tremendous power to offset the big question marks which hover over two key players, Bill Bruton in center and Red Schoendienst at second base; the Yankees because they have no weakness that anyone has yet been able to see.

Still, there should be a whiff of a race this season in each league. At Milwaukee, Fred Haney feels as secure as a Russian scientist's dog. The Cardinals, who gave him so much trouble last year, are back again with the same ball club, slightly improved by age. Cincinnati's well-balanced Redlegs have added pitching, which is what they lacked in enormous quantities last year. And although the old Dodgers have begun to fall apart, now they have superb pitching and a slight infusion of young blood, which may be enough to prop the old fellows up for one more big try.

The National League race, however, may be tame in comparison with one that will be going on in the American League, where the White Sox, Indians, Red Sox, Tigers and Orioles are all set for a tremendous battle—for second place. The early Las Vegas line quoted the Yankees at 2 to 5 to win the pennant. Perhaps this is not a great Yankee team, but who is going to catch it? Chicago, despite its marvelous pitching, speed and defense, is devoid of power. The Red Sox are still hurting around the infield. The Indians, their inner defense not yet patched up, find themselves down to a mere

shadow of the once-great pitching staff, and Detroit, although on the way up, still has so far to go. As for Baltimore, Paul Richards may be a genius but he is not a magician.

But 1958 will present more than a couple of pennant races; it will also present people. Pittsburgh will meet Ted Kluszewski on a new and pleasant basis, and Wally Post has become a member of the Philadelphia Phillies. Scrappy Billy Martin and wise old Jim Hegan are now at Detroit. The White Sox have Early Wynn and Al Smith, and the Indians have regained both Minnie Minoso, whom they almost lost for good so many years ago, and Larry Doby, who was gone only for a little while. Harvey Haddix will throw for the Reds and Bob Rush for the Braves, while Bobby Thomson will be in the outfield of the Chicago Cubs.

There is another factor which is not quite so pleasant to contemplate as new faces, and this concerns familiar ones about to grow old. Some of the game's greatest stars of the past decade could be playing their last season; if not their last season, at least their last big one. Schoendienst and even Wondrous Warren Spahn cannot go on forever; neither can Ted Williams and Stan Musial, the two greatest hitters most of us have ever seen. There are also Early Wynn and Bob Lemon and Al Dark and Doby and, now that Robinson and Campanella are gone, the three who remain as backbone of the Dodgers—Furillo and Snider and Reese.

Yet for every great player who fades, there is a young and sometimes more exciting one to take his place. It is easier to accept Musial's age when one thinks of the way Henry Aaron swings a bat; and he will be around for a long, long time. Williams may go, but Mantle remains. And who can mourn over hitters as long as the game has Frankie Robinson and Eddie Mathews, Ernie Banks and Roy Sievers, Frank Thomas and Minnie Minoso? And of course, Willie Mays, perhaps the greatest natural ballplayer of our time.

There is the way Roy McMillan and Luis Aparicio handle a ground ball at shortstop and the way Nellie Fox and Gil McDougald move around second base. There is drama and suspense when Jim Piersall races in to take away a hit almost at the edge of the grass and when Al Kaline goes back to take away another by climbing the wall.

Who can fail to blink in wonder when Herb Score throws his last ball or fail to appreciate the style and grace of Billy Pierce? And who would not cheer on the youngsters, the Blasingames and Mazeroskis, the Kubeks and Malzones, the Drotts and Bannings, toward the stardom which some day will surely be theirs?

Baseball is a strangely pervasive sport. While usually only home-players talk about racing and fight fans about boxing, from April to October almost everyone finds himself somehow involved with baseball chatter. This year, from coast to coast, the game will probably become more a part of that everyday life than ever before. **END**

## LATE TRADES

Some late trades and cutdowns (not all of which could be included in our SCOUTING REPORTS, pages 39-77) merit mention. The San Francisco Giants, for instance, again traded away Bobby Thomson, sending him this time to Chicago for Bob Spake. The St. Louis Cardinals, realising their catching was weak, acquired Ray Katt from the Giants for Outfielder Jim King. At the same time, they decided that young Curtis Flood did need another year of seasoning and returned him to the minors. The Pirates sent Luis Arroyo to Columbus, while the Cubs gave up on Jerry Kindall, leaving a spot for Rookie John Gory. Lastly, Detroit bought Stan Paly, an outfielder, from Cincinnati. As we go to press, other trades and changes are in the making.



# SCOUTING REPORTS



**ANALYSIS OF THE 16 MAJOR LEAGUE CLUBS**

**STRENGTHS AND WEAKNESSES**

**ROOKIES AND NEW FACES**

**THE BIG QUESTION MARKS**

**WHAT'S IN STORE THIS YEAR FOR EACH TEAM**

The Braves have finally won their pennant and they should be even better this year. The pitching is superb and very deep, the power unmatched in

either league, the catching solid and the defense is at least adequate. The Braves are both good and young—and they are going to be hard to catch



HENRY AARON



RED SCHOENDIENST



EDDIE MATTHEWS



JOHNNY LOGAN

## BASIC ROSTER

no.	player	position	1957 record
1	Del Crandall	C	.253
4	Red Schoendienst	2B	.309
5	Felix Mantilla	1F	.236
7	Del Rice	C	.229
8	Joe Adcock	1B	.287
12	Bob Hazle	OF	.403
14	Frank Torre	1B	.272
23	Johnny Logan	SS	.273
30	Bill Bruton	OF	.278
41	Eddie Matthews	3B	.292
43	Wes Covington	OF	.284
44	Henry Aaron	OF	.322
48	Andy Panko	OF	.277
10	Bob Buhl	P	18-7
17	Bob Rush	P	6-16
20	Don McMahon	P	2-5
21	Warren Spahn	P	21-11
22	Gene Conley	P	9-9
30	Bob Trowbridge	P	7-5
33	Lew Burdette	P	17-9

## THE MANAGER

A year ago Fred Haney (2) was in trouble; his ball club, which should have won the 1956 pennant, didn't. Today the tough little Irishman is sitting on top of the world, manager of the National League champions and conqueror of the mighty Yankees. Haney managed two perennial cellar teams, the Browns and the Pirates, before taking over the Braves in midseason of 1956 as replacement for Charlie Grimm. His all-new staff includes Billy Herman (8), once a great second baseman, who came from the Dodgers to coach at third; John Fitzpatrick (3), who rejoins Haney after an absence of two years, at first; and Whitlow Wyatt (31), the pitching coach who worked wonders with the Phillies.



## PAST PERFORMANCE CHART

year	finished	TEAM			games behind
		won	lost		
1957	1	95	59	—	
1956	2	92	62	1	
1955	2	85	69	13½	
1954	3	89	65	8	
1953	2	92	62	13	

## INDIVIDUAL LEADERS

year	player	batting		pitching	
		runs	hits	wins	losses
1957	Aaron	.322	Spahn	21-11	
1956	Aaron	.328	Spahn	20-11	
1955	Aaron	.314	Spahn	17-14	
1954	Adcock	.308	Spahn	21-12	
1953	Mathews	.302	Spahn	23-7	
year	player	home runs		runs batted in	
		runs	hits	runs	hits
1957	Aaron	44	Aaron	132	
1956	Adcock	38	Adcock	103	
1955	Mathews	41	Aaron	106	
1954	Mathews	40	Mathews	103	
1953	Mathews	47	Mathews	135	



DEL CRANDALL



WES COVINGTON



JOE ADCOCK



FRANK TORRE

## ANALYSIS OF THIS YEAR'S BRAVES

**STRONG POINTS:** Two years ago the power teams of baseball were the Redlegs, the Dodgers and the Yankees. Today it is Milwaukee. Last year, with Joe Adcock out more than half the season and Wes Covington not even a regular until July, the Braves led both leagues in home runs. Henry Aaron, the major league homer champion, Eddie Matthews, Adcock and Covington furnish tremendous power, and backing them up are such sharp hitters as Red Schoendienst, Bill Bruton, Frank Torre and Johnny Logan. For that matter, despite the sneers aimed at his .403 batting average for 41 games, no one has yet proved that Bob Hazle can't hit, either. The pitching staff,

headed by the big three of Warren Spahn, Bob Buhl and Lew Burdette, now has Bob Rush for a fourth starter and depth unmatched anywhere around the league: Gene Conley, Bob Trowbridge, Juan Pizarro, Don McMahon and Ernie Johnson. The catching is solid in the hands of Del Crandall and Del Rice, and the infield, while unspectacular, has no weak points. Adcock is adequate, and his replacement, Torre, is a superior glove man. Schoendienst may still be the best second baseman in the big leagues, Logan is one of the better shortstops and Matthews has become a really good infielder at third base. Felix Mantilla can sub at three positions and do a fine defensive job.

# THE VOICES

**EARL GILLESPIE** (35, left) was good Class D first baseman (.283 in 1941) when World War II came along to spoil his chances for majors. After service as Marine fighter pilot, Gillespie quit baseball to sell real estate. He came back to baseball as sports director of Green Bay station in 1947 and has been announcing Milwaukee games since 1950. Now has chance to describe feats of old minor league teammate Andy Pafko. Because of his close kinship to ballplayers, Gillespie has little inclination to criticize or needle what he sees on the field. His "Holy Cow!" trademark has brought him about 50 china cows, complete with halo, from fans, admiring or otherwise. **BLAINE WALSH** (33, comfortable), young father of seven kids, started his announcing career as Green Bay fire department radio dispatcher. When his ball-toned voice made him a personality on the firehouse circuit, the fireman insisted he turn to commercial radio work. Walsh responded and made it to Milwaukee a year before the Braves did.



EARL GILLESPIE

# HOME SCHEDULE

APRIL	JULY
PITTSBURGH 15, 17	CINCINNATI 1 <sup>st</sup> , 2 <sup>nd</sup>
PHILADELPHIA 20 <sup>th</sup> , 26, 27	PHILADELPHIA 3, 4, 4
	PITTSBURGH 5, 6
	ST. LOUIS 21 <sup>st</sup> , 22 <sup>nd</sup> , 23 <sup>rd</sup> , 24
	CHICAGO 25 <sup>th</sup> , 26, 27
	LOS ANGELES 28 <sup>th</sup> , 30 <sup>th</sup> , 31
MAY	AUGUST
CINCINNATI 5 <sup>th</sup> , 10, 11	SAN FRANCISCO 1 <sup>st</sup> , 2, 3, 5
LOS ANGELES 20 <sup>th</sup> , 21	PITTSBURGH 4 <sup>th</sup> , 5 <sup>th</sup> , 6 <sup>th</sup> , 7
SAN FRANCISCO 22 <sup>nd</sup> , 23 <sup>rd</sup> , 24	PHILADELPHIA 13 <sup>th</sup> , 16, 17, 17
CHICAGO 25, 26, 26 <sup>th</sup>	PITTSBURGH 20 <sup>th</sup> , 30, 31
ST. LOUIS 27 <sup>th</sup> , 28 <sup>th</sup>	
JUNE	SEPTEMBER
CHICAGO 17 <sup>th</sup> , 18 <sup>th</sup> , 19 <sup>th</sup>	CHICAGO 1, 1
ST. LOUIS 20 <sup>th</sup> , 21, 22	CINCINNATI 5 <sup>th</sup> , 10 <sup>th</sup>
SAN FRANCISCO 23 <sup>rd</sup> , 24 <sup>th</sup> , 25 <sup>th</sup>	ST. LOUIS 12 <sup>th</sup> , 13
LOS ANGELES 26 <sup>th</sup> , 27 <sup>th</sup> , 28, 28	LOS ANGELES 14, 15
CINCINNATI 29 <sup>th</sup>	SAN FRANCISCO 16 <sup>th</sup>
	PHILADELPHIA 21 <sup>st</sup>
	CINCINNATI 27 <sup>th</sup> , 27, 28

\*Night games



WARREN SPAHN



LEW BURDETTE



BOB BUL



BOB RUSH

**WEAK SPOTS:** Unless Bruton, very slow to recover from his midsummer knee injury, is ready to play much sooner than it now appears, the Braves outfield is hurting defensively. Covington is not yet a good outfielder despite his World Series heroics, and Aaron, although he has great hands and speed and a fine arm, will never be mistaken for Joe DiMaggio. Old Andy Pafko can do a real job but he no longer has good speed and he cannot play every day. Hazle is something of a butcher with a glove, as is hard-hitting rookie Ray Shearer. Only young Al Spangler can approach Bruton defensively and he does not have a strong arm. Team speed is not too good; of the regulars only Bruton, Mathews, Aaron and Covington can really run, and even these are seldom much of a threat to steal. And unless Pizarro comes through big this year, the only dependable left-handed pitcher on the entire squad is Spahn.

**ROOKIES AND NEW FACES:** The four top rookies are the two outfielders, Spangler and Shearer, and the two pitchers, Carlton Willey and Joey Jay. If Bruton is able to play, there is probably little room for Spangler, while Shearer is not the defensive ballplayer the Braves need. Willey, a slender, hard-throwing right-hander with a great record in the American Association last year, could earn a spot on an already-loaded staff, but the Braves can always option him out for recall later. Jay, the ponderous ex-bonus baby who also had a good year at Wichita, can not be optioned again and therefore may have a better chance of stalling. The other three newcomers all came in the deal with the Cubs: Rush, young pitching hopeful

Don Kaiser, who has failed to live up to his spectacular 1956 debut, and Casey Wise, a fine infielder at either side of second base but not yet a man to scare anyone with the bat.

**THE BIG IFs:** Bruton's knee and the groin muscle Schoendienst pulled in the World Series, which still bothers him, are the big question marks. If Red, now 35, misses too many games, the Braves are in trouble. Also, there is a certain amount of doubt throughout the league that Rush can be a big winner (the Braves are counting on him for 15 games) or that Pizarro, despite his tremendous promise, is yet ready. Otherwise, there is talk that Spahn has to slow down some day, and that Adcock never seems to escape injury for an entire season. Spahn, however, doesn't look like he is ready to slow down yet, and behind Adcock there is always Torre.

**THE OUTLOOK:** The Braves are the Braves (100-70 last year) and hide from the rest of the league; the competition is too strong and this team is not without problems. Yet the fact remains that Milwaukee is loaded with pitching and power and there are half a dozen outstanding ballplayers to back up young Aaron, who is certainly one of the game's great stars. Above all, remember that, harassed as they were all of last season by a rash of injuries, the Braves came through to win the pennant and beat the Yankees in the Series. They did it once; they should be able to do it again.

Here is a ball club with leadership and spirit, a great hitter, a tight infield, good run production—and the memory of how tough they made it on

the Braves last year. There are weaknesses, but if the fine young pitching staff produces with real consistency, the Cardinals could go all the way



STAN MUSIAL



ALVIN DARK



WALLY MOON



DON BLASINGAME

## BASIC ROSTER

no.	player	position	1957 record
3	Don Blasingame	2B	.271
6	Stan Musial	1B	.334
7	Del Ennis	OF	.286
8	Irv Noren	OF	.237
10	Eddie Kasko	SS	.273
11	Alvin Dark	3B	.290
14	Ken Boyer	OF	.265
16	Hubie Lindrith	C	.243
18	Hal Smith	C	.279
19	Dick Schofield	IF	.161
20	Wally Moon	OF	.295
26	Joe Cunningham	1B-OF	.318
17	Wilmer Mizell	P	8-10
32	Phil Ciek	P	minors
33	Sam Jones	P	12-9
37	Herm Wehrmeier	P	10-7
38	Billy Muffett	P	3-2
39	Larry Jackson	P	15-9
41	Lindy McDaniel	P	15-9
43	Lloyd Merritt	P	1-2

## THE MANAGER

A former American League pitcher and manager with Detroit, Fred Hutchinson (29) came to the Cardinals two years ago, led them from seventh to fourth in 1956 and all the way to second last year, was named Manager of the Year. A big, hulking man called Bear by close friends, he is soft-spoken and pleasant off the field, a great competitor while on it. Has a fine record for handling young players. Aides are Stao Haek (35), the former Cub star and manager who coaches at third; Terry Moore (34), the ex-Card outfield genius who coaches at first; and Pitching Coach Al Hollingsworth (33), for years a manager and scout in the Cardinal organization.



## PAST PERFORMANCE CHART

TEAM				
year	finished	won	lost	games behind
1957	2	87	67	8
1956	4	76	78	17
1955	7	68	86	30½
1954	6	72	82	25
1953	3	82	71	22

## INDIVIDUAL LEADERS

batting		pitching	
1957	Musial .351	L. McDaniel, Jackson	15-9
1956	Musial .319	Dickson	13-11
1955	Musial .319	Arroyo	11-8
1954	Musial .330	Haddix	18-13
1953	Schmidt .342	Haddix	20-9
home runs		runs batted in	
1957	Musial 29	Ennis	105
1956	Musial 27	Musial	109
1955	Musial 33	Musial	108
1954	Musial 35	Musial	126
1953	Musial 30	Musial	113



KEN BOYER



DEL ENNIS



EDDIE KASKO



HAL SMITH

## ANALYSIS OF THIS YEAR'S CARDINALS

**STRONG POINTS:** In St. Louis, when this subject arises, all eyes shift in unison in the direction of first base, just to be sure that the National League's No. 1 citizen, Stan Musial, is still present and healthy. Since he is, the Cardinals can relax and count their other blessings, of which there are several. The infield, with flashy Don Blasingame at second, steady Eddie Kasko moving in to play short and the wise and determined veteran, Alvin Dark, shifting to third, will hit and run and steal and help the Card pitching staff sleep better at nights with some of the tightest defensive play in the league. To give Dark some rest, they have a brilliant little glove man in Dick Scho-

field. Furnishing the power, along with Musial, that any pennant contender so badly needs, is the outfield of Del Ennis, Ken Boyer and Wally Moon. And in Joe Cunningham, Hutchinson has the answer to a manager's prayer: a pinch hitter who can deliver the long ball in the clutch, give Musial a day off now and then at first base and also fill in for Ennis or Moon when the expected annual case of slumpitis occurs. Hal Smith is one of the game's better catchers and he can hit. The pitching staff no longer has to depend upon the performance of some tired veterans, for the big men are now young Larry Jackson, Lindy McDaniel, Billy Muffett and Vinegar Bend Mizell, along

## THE VOICES

**HARRY GARAY** (43, exuberant) was rapidly going nowhere at all until, in 1941, he got the notice that he could do a better job broadcasting baseball than the then current St. Louis crier. So he wrote a letter to the general manager of the local station (Merle Jones, now CBS president) requesting a audition. He got it, fubbed it, got another chance, clicked and was farmed out to Joliet and Kalamazoo for seasoning. Three years later he was back in the big town and soon after that began working St. Louis games with Gabby Street. He has been with the Cardinals exclusively since 1948. Still not a polished announcer, Garay often garbles words, but he is so enthusiastic, such a home-town booster ("Our Cardinals") that he makes every game and every fan seem important. The home folks like him, and that's what counts. He is supported by **JOE GARABOLIA** (32, knowing), star catcher for the 1946 World Champion Cardinals, and **JACK BUCK** (33, humorous), who lead baseball savvy and old and new jokes to the occasion.



HARRY GARAY

## HOME SCHEDULE

APRIL		JULY	
CHICAGO	15*, 17*	SAN ANGELO	1*
		PHILADELPHIA	10*, 11*
		PITTSBURGH	15, 15, 15
		MILWAUKEE	15*, 16*
		CINCINNATI	22*, 22*, 27
MAY		AUGUST	
CINCINNATI	7*, 7	LOS ANGELES	4*, 5
MILWAUKEE	4, 7*, 6*, 7*	SAN FRANCISCO	6*, 7*
CHICAGO	7*, 10, 11, 11	PHILADELPHIA	19*, 20*, 21*, 22*, 23
SAN FRANCISCO	14*, 15	PITTSBURGH	24, 24, 25*, 25*, 27*
LOS ANGELES	16*, 17, 18, 18	CHICAGO	29*, 30*, 31
SAN FRANCISCO	21, 21, 21		
JUNE		SEPTEMBER	
SAN FRANCISCO	1	CINCINNATI	1, 1, 2*
PITTSBURGH	3*, 4*, 4	LOS ANGELES	15*, 16, 7
PHILADELPHIA	6*, 5, 6, 6	CHICAGO	3*, 10*
CINCINNATI	10*, 11*, 12*	MILWAUKEE	17*, 16*
MILWAUKEE	13*, 14, 15	SAN FRANCISCO	19*, 24, 21
LOS ANGELES	20*		

\*Night game



LARRY JACKSON



LINDY MCDANIEL



WILMER MIZELL



SAM JONES

with Sam (Toothpick) Jones. They proved they could deliver in the heat of the 1957 pennant race.

**WEAK SPOTS:** There is a definite lack of defensive ability in the outfield, where Ennis is slow (this is being kind), Moon is fast but does not have really good hands, and Boyer is a converted third baseman who has great speed and the only strong arm of the three but is still learning what to do with a fly-ball hit over his head. Catching, despite Smith's presence, is the other problem. He has tired in past seasons, and the only other receivers on the roster are Hobie Landrith and Ray Katt; both are inferior to Smith at the plate.

**ROOKIES AND NEW FACES:** Despite trade talk all winter, the Cards made no big deals for established players and the new faces on the team belong to youngsters. The one Hutchinson is counting on most is a big, poised kid from Georgia named Phil Clark, who won 16 games entirely in relief at Houston last year with the startling ERA of 1.83. Curtis Flood, part of the deal which sent Schmidt to Cincinnati, had a big chance to win the center field job but, despite his speed and fine minor league record, probably needs another year of seasoning. Benny Valenzuela, a third baseman also up from Houston, impressed everyone with his fire and hustle and the way he swings a bat and could stick as infield insurance and to pinch hit. Otherwise the organization is loaded with highly promising young pitchers, such as Bill Smith, Frank Barnes, Tom Flanagan, Howie Nunn and Bob Mabe

(not to mention last year's bonus kids, Von McDaniel and Bob Miller), who could stick around or be sent out but would always be available for recall on a moment's notice.

**THE BIG IF'S:** Excluding the possibility of a late trade, the questions facing the Cards are these: Can Smith handle the catching all alone and still operate at peak efficiency through almost 154 games? Can a team win a pennant with barely adequate outfielding? Will Boyer finally develop into the truly big hitter that he could become? Will Mizell, the only proven left-hander on the staff, have the great season that virtually all of baseball still predicts for him? Can the rest of the pitching staff, the youngsters as well as Jones and Wehmeier, turn their erratic brilliance into the kind of day-to-day consistency that it takes to win a pennant?

**THE OUTLOOK:** Last year the Cardinals chased Milwaukee all the way to the throne room, coming back even after the rest of the league had folded to wear the daylights out of the Braves far into September. It is quite likely the Cards will furnish the main resistance once more. Outside of Musial, Dark and Ennis, this is a young team which should improve, and the biggest area for improvement lies in the pitching staff. Should Jackson, McDaniel, Mizell, Jones, Mullett, Merritt and Clark deliver, St. Louis can be first in shows, first in home and first in the National League.

Here are your Dodgers, Los Angeles. Once they were magnificent, but now they are playing on a memory. They have lost the flash of Robinson on

the base paths, the boom of Campanella's bat. Applaud them anyway and perhaps in time they will reward you with a pennant. But not for a while



DUKE SNIDER



GIL HODGES



CARL FURILLO



PEE WEE REESE

## BASIC ROSTER

no.	player	position	1957 record
1	Pee Wee Reese	IF	.224
2	Ransom Jackson	3B	.198
4	Duke Snider	OF	.274
6	Carl Furillo	RF	.306
8	John Roseboro	C-OF	.145
9	Gino Cimoli	OF	.293
10	Rube Walker	C	.181
11	Dick Gray	3B	minors
14	Gil Hodges	1B	.299
19	Jim Gilliam	IF	.250
23	Don Zimmer	IF	.219
43	Charlie Neal	IF	.270
16	Danny McDevitt	P	7-4
17	Carl Erskine	P	5-3
32	Sandy Koufax	P	5-4
36	Don Newcombe	P	11-12
37	Ed Roebuck	P	8-2
41	Clem Labine	P	5-7
45	Johnny Podres	P	12-9
53	Don Drysdale	P	17-9

## THE MANAGER

Walter Alston (24), player, struggled in the minor leagues for 12 years. He appeared in just one major league game, that with the St. Louis Cardinals in 1936. In his only time at bat, he struck out. However, Walter Alston, manager, has hit a couple of home runs. He began with Portsmouth in the Middle Atlantic League in 1940 and worked his way up slowly through the Dodger chain. After four years with Montreal in the International League, he reached the majors. That was in 1954. He won pennants in 1955-56 and the Series in 1955. His coaches are former Dodger Manager Charley Dwyer (7) at third base, Greg Mulleavy (31) at first base and Pitching Coach Joe Becker (33).



## PAST PERFORMANCE CHART

## TEAM

year	finished	won	lost	games behind
1957	3	84	70	11
1956	1	93	61	—
1955	1	98	55	—
1954	2	92	62	5
1953	1	105	49	—

## INDIVIDUAL LEADERS

	batter	pitcher
1957	Furillo .306	Drysdale 17-9
1956	Gilliam .300	Newcombe 27-7
1955	Cmpnlla .318	Newcombe 26-5
1954	Snider .341	Erskine 18-15
1953	Furillo .344	Erskine 20-6

## HOME RUNS

	home runs	runs batted in
1957	Snider 40	Hodges 98
1956	Snider 43	Snider 101
1955	Snider 42	Snider 135
1954	Hodges 42	Snider 139
1953	Snider 42	Campanella 142



GINO CIMOLI



CHARLIE NEAL



JIM GILLIAM



RUBE WALKER

## ANALYSIS OF THIS YEAR'S DODGERS

**STRONG POINTS:** In a word, pitching. The Dodgers have all kinds: big ones, little ones, right-handers, left-handers, starters and relievers. And they're all good. Don Drysdale, for instance, is fast developing into the game's best right-hander. He is tall (6 feet 6) and young (21) and hitters say he brings back ugly memories of Ewell Blackwell. His sweeping sidearm motion and that little flick he gives his gloved hand at the last moment make his pitches tough to see. Seventeen wins and a 2.69 ERA last year are proof. When Johnny Podres is just right, there's nobody just right. Half of the 12 games he won last year were shutouts. When Podres is wrong, well,

there's always Clem Labine, Ed Roebuck, Don Bessent or Jackie Collum. Labine had the miseries last summer, but he is well again. Those four give the Dodgers if not the best certainly the deepest relief staff in baseball. Don Newcombe pitches as well as ever until someone hits one. Then everyone hits one. Still, he is a potential winner. So is Carl Erskine. Danny McDevitt and Sandy Koufax are two young lefties with wicked fast balls and a minimum of control. Either or both could ripen in the California sun. Some of the good Dodger hitters linger on. Gil Hodges is magic around first base and may hit 90 home runs over that friendly left-field wall. Carl Furillo,

## THE VOICES

**VINCE SCULLY** (29, engaging) did his first broadcasting while playing outfield for Fordham University. After graduating he gained an interview with Red Barber who was instrumental in getting Scully a job with CBS football roundup. Soon after he joined Barber and Connie Desmond as the third man on the Brooklyn Dodgers announcing team. Now senior man, Scully will do only radio in Los Angeles. Californians will find his delivery crisp and knowing. Says Scully: "I have one advantage over older announcers. My generation grew up with listening experience. I know what I like to hear and try to remember that when I'm on the air."



VINCE SCULLY

**JERRY GODDERT** (42, cheerful) was reared in the Midwest, but he was announcing baseball deep in the heart of the Texas League when the Dodgers signed him on in 1966. Like Scully, his voice is crisp and enthusiastic, his knowledge of the game sound, but there are times during exciting moments of games when, alas, he seems to lose partial control of the situation.

## HOME SCHEDULE

<b>APRIL</b> SAN FRANCISCO 18, 21, 26 CHICAGO 22*, 25*, 24 ST. LOUIS 20*, 28, 27 PITTSBURGH 28*, 30*	<b>JULY</b> ST. LOUIS 3*, 5*, 6 CHICAGO 8*, 10*, 11 MILWAUKEE 12, 13, 14 PITTSBURGH 18*, 18*, 17* PHILADELPHIA 18*, 19*, 20
<b>MAY</b> PITTSBURGH 1*, 2*, 3 PHILADELPHIA 4, 4, 5*, 6*, 7 SAN FRANCISCO 10*, 11	<b>AUGUST</b> SAN FRANCISCO 8*, 9*, 10 CHICAGO 12*, 13*, 14 ST. LOUIS 16*, 15*, 17, 17 MILWAUKEE 18*, 18*, 20*, 21*, 22 CHICAGO 24, 25*, 26*, 27
<b>JUNE</b> PHOENIX 2*, 4*, 5 MILWAUKEE 25, 27, 8 PHILADELPHIA 10*, 11*, 12 PITTSBURGH 13*, 14*, 15	<b>SEPTEMBER</b> SAN FRANCISCO 3*, 5*, 4 ST. LOUIS 23*, 24* CHICAGO 28*, 28*, 27

\* Night game



JOHNNY POGUE



DON DRYSDALE



DON NEWCOMBE



GLEN LASE

who has hit .300 for more years than he cares to remember, will play right field. Duke Snider can still hit if he can stand. But can he stand? Junior Gilliam and Charlie Neal hit a lot of singles and run the bases like a pair of whippets. Gino Cimoli could always field. Last year he learned to hit and he will play left field, or possibly center field, depending on the condition of Snider's knee.

**WEAK SPOTS:** Roy Campanella was old and his batting average had disappeared below the horizon, but he was the Dodger catcher and now he is not. Rube Walker can catch, but can't run. Joe Pignatano has yet to prove he can hit. John Roseboro shows promise, but he needs experience and the major leagues is a costly place to gather it. The Dodgers may trade for a catcher, perhaps one from the American League, but until they find someone this position is a major source of concern. The infield is unsettled. Neal played well at shortstop last year, but he will probably be used at second base because of his skill at making the double play. Fery Don Zimmer can play shortstop, but must hit better than .219. Randy Jackson has never played third base for the Dodgers as he once did for the Cubs. Dick Gray, up from St. Paul, may take the position away from him. By right of ancient treaty, Pee Wee Reese is entitled to shortstop, and he can still play it—for a while. Gilliam is available for second, third or outfield, but some think he may be a part of a trade for that catcher. For first-base insurance, in the event that Hodges is called to duty at third or in the outfield, the Dodgers may also keep hard-hitting Norm Larker, a left-handed first baseman.

**ROOKIES AND NEW FACES:** Gray is no Billy Cox around third base, but he is dependable and hits with fair power. Last year with St. Paul he had 16 home runs and batted .297. Larker and Don Demeter were also with St. Paul and both did well. Larker hit .323 and Demeter .309. If Snider's knee fails, Demeter will see plenty of action. He is a fine fielder with good range and a strong arm.

**THE BIG IF'S:** Somewhere there must be a catcher and if he can be found, either on another team or right under their own noses, the Dodgers will have solved a major problem. But more important is shortstop. At 39, Reese cannot be counted on for more than 100 games. But even 100 games of the old-style Reese shortstop would help, for he is still the heart of the ball club. If it should develop that Snider cannot play, if his knee should collapse, then so might the Dodgers.

**THE OUTLOOK:** Because they have a good pitching staff, a few good, old hitters and because they are playing in a new environment, the Dodgers should win more games than they lose. But there are so many weaknesses . . . the catching problem, the lack of depth and the doubtful status of some of the older players . . . that it is difficult to imagine this team winning a pennant. One key injury and the Dodgers might be through. But they can hope for better—after all, they are playing close to Hollywood this year, and thereabouts a happy ending is de rigueur.

Speed, power, catching and a sharp defense can carry a club a long way—or just as far as the pitching will allow. The Reds have made some

trades and they have some new pitchers who should produce. With a little help from the old ones, this is a team that could win a pennant



FRANK ROBINSON



GUS BELL



ED BAILEY



DON HOAK

## BASIC ROSTER

no.	player	position	1957 record
6	Ed Bailey	C	.261
7	Smoky Burgess	C	.283
10	Alex Grammas	1F	.303
11	Roy McMillan	SS	.272
12	Don Hoak	3B	.293
15	George Crowe	1B	.271
16	Johnny Temple	2B	.284
16	Steve Bilko	1B	minors
20	Frank Robinson	OF	.322
25	Gus Bell	OF	.292

30	Herb Freeman	P	7-2
32	Harvey Haddix	P	10-13
35	John Klippstein	P	8-11
37	Bob Purkey	P	11-14
39	Joe Nuxhall	P	10-10
40	Tom Ackert	P	10-5
42	Hal Jeffcoat	P	12-13
43	Willard Schmidt	P	10-3
46	Brooks Lawrence	P	16-13
47	Bill Wight	P	6-6

## THE MANAGER

Praised to the sky when he almost won a pennant in 1956, reviled last year when he came in so far behind, Birdie Tebbets (1) remains just what he is: a shrewd big league manager with a college degree in philosophy, a flair for handling ballplayers and a wonderfully glib Irish tongue. He was a smart, competent big league catcher for 13 years and in 1956, his third as a manager, was named the National League Manager of the Year. His coaches are the colorful veteran Jimmy Dykes (4), a big league manager himself for 17 years, who coaches first base, John Riddle (2), who was with the Milwaukee Braves last year, at third, and Tom Ferrick (3), who handles the pitchers.



## PAST PERFORMANCE CHART

TEAM				
year	finished	won	lost	games behind
1957	4	89	74	15
1956	3	91	63	2
1955	5	75	79	23 1/2
1954	5	74	80	23
1953	6	68	86	37

## INDIVIDUAL LEADERS

batting		pitching	
1957	Robinson .322	Lawrence 16-13	
1956	Klu'ski .302	Lawrence 19-10	
1955	Klu'ski .314	Nuxhall 17-12	
1954	Klu'ski .326	Nuxhall 12-5	
1953	Klu'ski .316	Peri'ski 12-11	

	home runs	runs batted in
1957	Crowe 31	Crowe 92
1956	Robinson 28	Klu'ski 102
1955	Klu'ski 47	Klu'ski 113
1954	Klu'ski 49	Klu'ski 141
1953	Klu'ski 40	Klu'ski 108



ROY McMILLAN



JOHNNY TEMPLE



GEORGE CROWE



SMOKY BURGESS

## ANALYSIS OF THIS YEAR'S REDLEGS

**STRONG POINTS:** Gone, along with Kluszewski and Post, is the great power team of two years ago, but this does not concern the Reds too much. Frank Robinson, Ed Bailey, Gus Bell, George Crowe, Steve Bilko, Smoky Burgess and occasionally Don Hoak can still hit the long ball. And now the Redlegs feel they have the balance they lacked before in added defense and speed. The infield is perhaps the sharpest in all baseball with Johnny Temple at second, the incomparable Roy McMillan at short and Hoak at third. Robinson in left is one of the great young players of the game and Bell, in center or in right, is always steady. No team has a better catcher than big,

strong, young Ed Bailey, and no reserve catcher around can hit like Burgess. Team speed is above average and the bench is loaded, with Burgess, Alex Grammas, who can fill in superbly around the infield and also do a good job at the plate, Crowe (batting left) and Bilko (right) to platoon at first base as well as supply pinch hitting along with Bob Thurman and Pete Whisenant.

**WEAK SPOTS:** The Redlegs, having traded Post, must find someone to fill his vacant right field spot. Tebbets can platoon and get by with last year's cast (Jerry Lynch,



## THE VOICES

**WAITE HOYT** (58, knowledgeable), for 26 years one of the topflight pitchers in baseball (237 victories, 182 defeats with a 6-4 record in the World Series), turned naturally to radio work when his baseball career was over in 1938. While still pitching for the Yankees in the late '30s, Hoyt, the son of famed minstrel man Addison Hoyt, toured the Keith-Albee circuit as a singer with his own act. Now in his 16th season of broadcasting Red Sox games, the popular Hoyt has become a Cincinnati institution. Using a slow, concise delivery, he adds a special player's touch to his objective reporting. **GEORGE BRYSON** (44, chattering), the No. 1 telecaster, was good enough semipro pitcher to be offered a Yankee contract when he was 23. But his arm went dead. He later had a screen test for a singing cowboy role but lost out to Roy Rogers. He jumped from Class D broadcasting to the Red Sox three seasons ago after only five games' experience on TV. Main criticism is over his extreme enthusiasm for the Reds.



WAITE HOYT

## HOME SCHEDULE

APRIL	JULY
PHILADELPHIA 35	PITTSBURGH 37, 4
MILWAUKEE 33P, 34*	PHILADELPHIA 5, 6, 6
PITTSBURGH 25*, 26, 27	ST. LOUIS 38P, 19, 20
ST. LOUIS 29P, 30*	CHICAGO 21*, 22*, 23P, 24*
	SAN FRANCISCO 29P, 30P, 31*
MAY	AUGUST
MILWAUKEE 16*, 17*, 18, 19P	LOS ANGELES 3*, 2, 3, 3
SAN FRANCISCO 20P, 21*	PHILADELPHIA 3P, 4P, 7P
LOS ANGELES 22*, 23*, 24	MILWAUKEE 15P, 16*
ST. LOUIS 25, 25	PITTSBURGH 15P, 16, 17, 17
CHICAGO 27P, 28*	PHILADELPHIA 29P, 30, 31, 31
JUNE	SEPTEMBER
ST. LOUIS 18P, 27P, 19P, 25*	PITTSBURGH 2P
CHICAGO 20P, 21, 22, 22	CHICAGO 13
LOS ANGELES 23P, 24P, 24*	SAN FRANCISCO 14, 14
SAN FRANCISCO 26P, 27P, 28P, 27	LOS ANGELES 18*
	MILWAUKEE 19P, 20, 20

\*Night game



BROOKS LAWRENCE



HARVEY HADDIX



HERSH FREEMAN



BOB PURKEY

Whisenant, Thurman), but this, while satisfactory perhaps, is not likely to produce anything sensational. The other solution is to give the job to one of the rookies, Don Morejon, or the 19-year-old Vada Pinson—who might indeed turn out to be sensational—at the spot. But the outfield problem is nothing compared to the big question mark hanging over the pitching staff. Brooks Lawrence is a winning pitcher and a very good one, and everyone knows what Harvey Haddix can do. Bob Purkey should also become a winner with a contending club. But last year's records show that Joe Nuxhall, Hal Jeffcoat, Tom Acker, John Klippstein and Hersh Freeman must perform an abrupt about-face. While the pitching could be quite good, as Tebbetts believes, no one is going to be convinced until they see it happen.

**ROOKIES AND NEW FACES:** Although the Reds would prefer to send Pinson out for some high minor league experience, this flashy youngster's blazing speed and formidable hitting may keep him on the big league roster. If so, he could settle the outfield problem for years to come. Stan Palys, despite his sensational year at Nashville (.359), has been up before and failed to make the grade. Out of a good-looking crop of rookie pitchers, the one who might help this year is a left-hander named Charley Rabe. Aside from rookies, there are plenty of new faces brought in by purchases and trades: Billo, the former Card failure and Coast League hero who has had a great spring; Fondy, who may be considered surplus as a third first baseman; and the four pitchers, Haddix, Purkey, Bill Wight and Willard Schmidt.

**THE BIG IFs:** If the Reds are to win a pennant, Bailey must regain his heavy-hitting form of 1956 when he batted .300 and hit 28 home runs; Hoak must continue to hit as hard and as often as last year when he startled everyone with a 78-point boost in his average to .293; Crowe must recover completely from the leg injury which has hobbled him this spring, and Billo prove that he can hit big league pitching with the authority he displayed in the minors. But most of all, the pitching staff must come through. If Freeman can again become the topflight relief man he was in '56 (he should) and either Willard Schmidt or Bill Wight give him some assistance in the bullpen, where the Reds were hurting so badly last year, this team could be very tough. Then should a couple of the other veterans—Nuxhall, Klippstein, Jeffcoat, Acker—prove capable of filling out the rotation, the Reds could go all the way. It is quite a bit to ask, but at least the potential is there.

**THE OUTLOOK:** Cincinnati pitching has to be better—it could hardly get worse—and if it is enough better the Reds could be in the race this year all the way. This is a sound ball club with good hitting, power, speed and defensive strength from behind the plate to the far reaches of the outfield walls. Robinson is the type of hitter who can carry an entire club, and he is backed up by enough talent to keep the rest of the league from pitching around him. Yet the fact remains that a handful of pitchers must produce who didn't produce last year. This may be expecting too much.

Philadelphians have known dark days. Between the two wars, the Phillies finished in last place 16 times. Then in 1950, after 35 years of ridicule, the Phillies

won a pennant. Happy days, it seemed, had come at last. But they have not come close since, and fans are wondering if they must wait another 35 years



RICHIE ASHBURN



GRANNY HAMNER



STAN LOPATA



WALLY POST

#### BASIC ROSTER

no.	player	position	1957 record
1	Richie Ashburn	CF	.297
2	Granny Hamner	2B	.227
4	Solly Hemus	1F	.185
6	Willie Jones	3B	.218
7	Ted Kazanski	2B	.265
8	Harry Anderson	OF	.268
14	Rip Repulski	OF	.260
17	Roy Smalley	1F	.161
26	Wally Post	OF	.244
29	Stan Lopata	C	.237
35	Joe Lonnett	C	.169
46	Chico Fernandez	SS	.262

no.	player	position	1957 record
16	Roman Sengstack	P	minors
22	Jim Hearn	P	5-1
26	Curt Simmons	P	12-11
27	Robin Roberts	P	10-22
30	Jack Sanford	P	19-8
42	Dick Farrell	P	10-2
46	Don Cardwell	P	4-8
46	Warren Hacker	P	7-6

#### THE MANAGER

Mayo Smith is not one to discourage easily. He spent 12 years in the minors before getting a chance with the Philadelphia Athletics. A year later he was back in the minors to stay.



Smith was undaunted. He began managing in 1949 in the Canadian-American League, then moved up to Norfolk and Birmingham. He became manager of the Phillies in 1955, and although he has finished in fourth once and fifth twice it is generally conceded that he has made the most of his limited resources. His coaches are Bennie Bengough (11), Wally Moses (32), Andy Semielek (21), who was the Phillie catcher in their pennant-winning year of 1950, and Bill Posedel (31), the pitching coach.

#### PAST PERFORMANCE CHART

year	finished	won	lost	games behind
1957	5	77	77	18
1956	5	71	83	22
1955	4	77	77	21½
1954	4	75	79	22
1953	3	83	71	22

#### INDIVIDUAL LEADERS

	battling	pitching
1957	Ashburn .297	Sanford 19-8
1956	Ashburn .303	Simmons 15-10
1955	Ashburn .338	Roberts 23-14
1954	Ashburn .313	Roberts 23-15
1953	Ashburn .330	Roberts 23-16

	home runs	runs batted in
1957	Repulski 26	Bouchee 76
1956	Lopata 32	Ennis, Lopata 95
1955	Ennis 29	Ennis 120
1954	Ennis 25	Ennis 119
1953	Ennis 29	Ennis 125



HARRY ANDERSON



CHICO FERNANDEZ



RIP REPULSKI



WILLIE JONES

## ANALYSIS OF THIS YEAR'S PHILLIES

**STRONG POINTS:** Philadelphia is smarting under the lash of two straight second-division finishes, and to repair that state of affairs the club looks first to its wealth of pitchers. Out of the minor leagues last year pepped three young men, all right-handers, all impressive. Best of the lot was Jack Sanford, who won 19 games and the rookie-of-the-year award. Sanford, who struck out 188 batters, throws a fast ball that looks about half the size of other men's fast balls. Rookie two was Dick Farrell. Farrell also throws a good fast ball that sinks. His 10-2 record established him as Philadelphia's finest reliever since Jim Konstanty. Don Cardwell looked a lot better than his record

(4-8) and is figured to improve this year. Curt Simmons is still a highly respected left-hander. Three veteran right-handers, Robin Roberts, Warren Hacker and Jim Hearn, have seen better days, but perhaps they will see them again. The Phils have some men who can field and some who can hit. Richie Ashburn can do both. Yearly he catches enough fly balls for three outfielders, and his lifetime batting average is .312. Granted his hits are singles, but he'll get on base for Wally Post, Stan Lopata and Harry Anderson. Post came from Cincinnati during the winter for Pitcher Harvey Haddix. He has averaged 32 home runs a season for the last three years and, assuming he

# THE VOICES

**BYRUM SAAM** (45, calm) owes his start as a broadcaster to a ruptured appendix—his own. It kept him out of college for a year, and while recuperating he busied himself as public address announcer at high school football games. When a local Texas station offered him a job, Saam was on his way. The trail led to Minneapolis and, in 1937, to Philadelphia and major league baseball. Saam's delivery is relaxed, almost singsong, which is in direct contrast to his TV-radio partner, **GENE KELLY** (39, partisan), who tends to be loud and shrill. "Don't set the table, Mabel, we'll be here for extra innings!" can wear, but the home-town folks like him in spite of it. Kelly is the tallest broadcaster in the majors—6 feet 7. He did his growing in West Virginia, where he attended Marshall College. After trying professional baseball as a player (arm trouble forced his retirement after two years), he made it as an announcer via four-year stint in Midwest. He joined the Phillies in 1959, the year they won the pennant.



BYRUM SAAM

# HOME SCHEDULE

<b>APRIL</b> MILWAUKEE 1P, 1P, 2P CINCINNATI 2P PITTSBURGH 3P, 2P	<b>JULY</b> SAN FRANCISCO 2P, 2P, 2P LOS ANGELES 3P, 2P, 2P ST. LOUIS 3P, 3P, 3P
<b>MAY</b> MILWAUKEE 1P, 1P, 1P PITTSBURGH 1P, 1P, 1P ST. LOUIS 3P, 3P KANSAS CITY 3P, 3P, 3P LOS ANGELES 2P, 2P SAN FRANCISCO 2P, 2P CINCINNATI 2P, 2P	<b>AUGUST</b> CHICAGO 1P, 2, 2, 2 MILWAUKEE 3P, 3P, 3P CINCINNATI 3P, 3P PITTSBURGH 3P
<b>JUNE</b> CINCINNATI 1, 1 LOS ANGELES 2P, 1P, 1P SAN FRANCISCO 3P, 3P, 3P CHICAGO 2P, 2P ST. LOUIS 2P, 2P, 2P	<b>SEPTEMBER</b> MILWAUKEE 3P, 4P CINCINNATI 3P, 3P, 3P LOS ANGELES 3P, 3P, 3P SAN FRANCISCO 3P, 3P ST. LOUIS 1P, 1P CHICAGO 1P, 1P PITTSBURGH 3P, 3P, 3P

\*Night game



JACK SANFORD



CURT SIMMONS



ROBIN ROBERTS



DICK FARRELL

brought his bat with him, he will give the team needed power. Lopata was hurt most of last year. When well, he is a top-rate catcher. Harry Anderson, another of last year's rookie brigade, hit 17 home runs. He may double that figure this season. Chico Fernandez and Ted Kazanski are a slick fielding short-second combination and hit well enough to stay in business.

**WEAK SPOTS:** The removal of Ed Bouchee from baseball for the foreseeable future has of course created a first-base problem. Harry Anderson has tried the position and looks just like a right fielder trying to play first base. The Phils bought Joe Collins from the Yankees, but Collins retired. A rookie, Frank Herrera, can field the position nicely but must prove he can hit in the majors. The 6-foot-3, 210-pound Herrera has already proved he can hit in the minors. He was .306 with Miami last season. Remnants of the Whiz Kids still graze in the infield. Granny Hamner begins his 15th season at age 31. He will try to play second base. Willie Jones is 33, and he will try it at third. Neither hit .230 last season, and each has slowed down in the field. Three oddtimers, Roy Smalley, Solly Hemus and Dave Philley (average age: 35), give the bench a spindly look.

**ROOKIES AND NEW FACES:** The new face Manager Smith is happiest to see is home-run hitter Post. But there are others who may please him as much. If Herrera can hit, first base is his. Roman Semproch, a right-handed pitcher, had the lowest ERA in the International League

last year, 2.64. He was 12-4. He has a mean sinker. Don Landrum reminds everybody of Richie Ashburn. He fields in major league style and last season hit .294 at Miami. If the Phils trade Ashburn for an infielder, and they may have to, it will be partly because they feel Landrum can do the job in center.

**THE BIG IFs:** A big year for Robin Roberts would do wonders for the Phils. Roberts won 20 games for 6 years in a row. Now, in the last two seasons, he has lost 40. His last ball is gone, they say, but perhaps this former star can come back anyway. Stan Lopata must stay healthy, and Hammer and Jones must prove they are not Was Kids. It is almost too much to hope that Herrera can come through in the same fashion Bouchee did last year. But if he can do well enough to permit Harry Anderson to play the outfield, that is all Mayo Smith will ask.

**THE OUTLOOK:** Last July 1960 people opened their papers to discover that Philadelphia led the National League. It didn't last long, but it was sweet, and the Phils are anxious to try it again sometime. They may get the chance early this year, for this is a team that could start fast. They have a happy combination of old pros and eager rookies. But a baseball season is a grind, and the Phils have too many old men in key spots. The infield might fall apart at any time, but most likely in the heat of summer. Spring may be exciting for Philly fans, but September should be sobering.

The Giants arrive at the Pacific brimming with hope. A new era demands a new team, and with smart looking rookies augmenting the wonderful

reality of Willie Mays, the Giants believe they might have that new team. The question marks are many, however, and time, as they say, will tell



WILLIE MAYS



DARRYL SPENCER



HANK SAUER



WHITEY LOCKMAN

## BASIC ROSTER

no.	player	position	1957 record
2	Danny O'Connell	2B	.256
6	Bob Schmidt	C	minors
7	Valmy Thomas	C	.249
10	Ray Jablonski	3B	.289
13	Andre Rodgers	1F	.244
18	Ed Bressoud	1F	.268
17	Jim Finigan	1F	.270
20	Darryl Spencer	SS	.249
23	Bob Speake	OF	.252
24	Willie Mays	CF	.333
25	Whitey Lockman	1B	.248
27	Hank Sauer	OF	.259
28	Willie Kirkland	OF	Service
28	Ruben Gomez	P	15-13
31	Paul Glief	P	service
32	Al Worthington	P	8-11
39	Curt Barclay	P	9-9
43	Marv Grissom	P	4-4
44	John Antonelli	P	12-16
44	Ray Crone	P	7-9

## THE MANAGER

Bill Rigney (18) is a tall, thin, gray-haired man who wears glasses and a harried look. During his eight years as a major-league infielder he was a hustling, scrambling player who never quit fighting for a hit, a run, an out. As a great minor league manager he was able to imbue his players with these qualities, but he has not yet had similar success in the majors. Intensely nervous, he seems older than his 38 years. He fidgets during a game, walks back and forth, often erupts into arguments with umpires. He likes power hitters, who hit the ball with what he calls "crash." His coaches are the talkative Salty Parker (2), the talkative Herman Franks (3), the quiet Wes Westrum (9).



## PAST PERFORMANCE CHART

TEAM				
year	finished	won	lost	games behind
1957	6	69	85	26
1956	6	67	87	26
1955	3	80	74	18½
1954	1	97	57	—
1953	5	70	84	35

## INDIVIDUAL LEADERS

batting		pitching	
1957	Mays .333	Gomez	15-13
1956	Schmidt .302	Antonelli 29	13
1955	Mays .319	Antonelli 14-16	
1954	Mays .345	Antonelli 21-7	
1953	Musler .333	Gomez	13-11

home runs		runs batted in	
1957	Mays 35	Mays	97
1956	Mays 36	Mays	84
1955	Mays 41	Mays	127
1954	Mays 41	Mays	110
1953	Thomson 26	Thomson	106



VALMY THOMAS



WILLIE KIRKLAND



DANNY O'CONNELL



RAY JABLONSKI

## ANALYSIS OF THIS YEAR'S GIANTS

**STRONG POINTS:** The one unquestioned source of strength on this team stands out like Mount Everest on a Kansas prairie. The Giants' strong point is Willie Mays, who plays center field as no one else—not even the storied Speaker and the great DiMaggio—has ever been able to. Willie also hits, with power and much more consistency than he's usually given credit for, and he runs bases like a trail of lighted gunpowder. He is very likely the finest player in the game today, and he is certainly the reason why the Giants have finished as high as sixth these past two seasons, rather than as low as eighth. Beyond Willie the Giants have Darryl Spencer, a pretty good, though

erratic, shortstop (second best in double plays last season, but tied for most errors and second last in fielding percentage). The pitching staff has some strength (Johnny Antonelli, Ruben Gomez, Curt Barclay, Marv Grissom) but it is far from substantial. An added element of strength this year could be depth, for the club has over the past few seasons acquired a number of players of good part-time quality: veterans like Hank Sauer, Ray Jablonski, Jim Finigan and Bob Speake, for example, and others just past the rookie stage, like Andre Rodgers and Ed Bressoud. And new rookies and other veterans help pad this benchy vener.

## THE VOICES

**RUSS HODGES** (46, folksy) broke in to radio work when a broken ankle sidelined him from football play at the University of Kentucky. He lost his athletic scholarship but got a chance to spot and do color on the Kentucky games over the air. Hodges forgot about becoming a lawyer (although he eventually did get a law degree) and stayed with sports announcing. He did his first major league baseball for the Reds in 1940 and has since covered the Cubs, White Sox, Senators, Yankees and, since 1949, the Giants. **LOU SIMMONS** (34, boyish) was an all-round athlete in southern California schools. He spent four years in the service and then signed with the Phillies but a sore arm hindered his career and after subsequent trials with the Braves and Dodgers he gave up baseball play. Simmons worked his way up the ranks in sports announcing until he hit San Francisco last year. He is a solid, authoritative announcer with an excellent low-pitched voice that should blend well with Hodges' folksy manner.



RUSS HODGES

## HOME SCHEDULE

<b>APRIL</b> SAN ANGELOS 15, 16, 17 ST. LOUIS 22*, 23, 24 CHICAGO 25*, 26, 27 PHILADELPHIA 28, 29	<b>JULY</b> CHICAGO 3, 4, 5 ST. LOUIS 6, 7 PITTSBURGH 10*, 11 MILWAUKEE 12, 13, 14 PHILADELPHIA 15*, 16, 17 PITTSBURGH 18*, 19, 20
<b>MAY</b> PHILADELPHIA 1, 2, 3 PITTSBURGH 4, 5, 6, 7 LOS ANGELES 8*, 9, 11	<b>AUGUST</b> ST. LOUIS 22*, 23, 24 LOS ANGELES 25*, 26, 27 MILWAUKEE 28, 29, 30, 31 SAN ANGELOS 32*, 33, 34
<b>JUNE</b> MILWAUKEE 1*, 2, 3 LOS ANGELES 4*, 5, 6, 7 PITTSBURGH 10*, 11, 12 PHILADELPHIA 13*, 14, 15	<b>SEPTEMBER</b> LOS ANGELES 1, 2 CHICAGO 3*, 4 ST. LOUIS 5*, 6, 7, 8

\*Night game.



JOHN ANTONELLI



RUBEN GOMEZ



CURT BARCLAY



MARV GRISSOM

**WEAK SPOTS:** Specifically, the Giants are weak at first base, second base, third base, left field, right field, in catching depth and in the middle reaches of the pitching staff. Generally, the Giants are weak in fielding, in hitting and in pitching. Statistics, which divert if they don't inform, show that the Giants, a sixth-place club last year, were sixth in club batting, sixth in club pitching and seventh in club fielding. As the old baseball maxim has it, they were sixth on merit. One of the Giant problems is a lack of the well-rounded player. Two of their best hitters in 1957, Jablonski and Sauer, are limited fielders. Competent fielders, like Lockman and Spencer don't hit well. This fault is aggravated by a curious shortsightedness in front-office policy. The Giants, for reasons probably founded in McGravian antiquity, love to pick a "starting team," selling off the extras or relegating them to the minors or "utility" status. If the starting team then fails, the Giants fail. But since only one or two of their players are clearly above the level of mediocrity, it would seem far wiser to keep a whole warehouse of part-time players on hand and try to get good performances out of them in spurts.

**ROOKIES AND NEW FACES:** The Giants picked up Jim Finigan in a late-winter trade with the Tigers, and while this quiet, blond infielder will never be a star, he could prove a most useful man to have around. Most prominent among the rookies is Orlando Cepeda, a large, graceful Puerto Rican first baseman, who at 20 seems to have a brilliant future in store. Willie Kirkland, a left-handed-hitting youngster, has been given a clear shot at

the right-field job, and if he emulates his minor league record he'll be the power hitter the Giants need to help Mays. Bob Schmidt, a tall catcher, and Jim Davenport, a medium-sized third baseman, are other good-looking youngsters. Pitcher Paul Giel, back from two years of Army service, is, in a way, another new face.

**THE BIG IFs:** To an incautious degree the Giants are counting on rookies. They want Cepeda to become the regular first baseman and a good one. They want Kirkland to establish himself as a solid power hitter. They'd like Schmidt to assume the first-string catching role, and it would be nice if Davenport could do the same at third. Of the veterans, Antonelli (12-18 last year) must regain his fast ball and 20-victory status, and 40-year-old Marv Grissom, a superb relief pitcher for the past five years, must not falter.

**THE OUTLOOK:** Looking at things right off, we're placing bets practically all the measures up as a somewhat second-division club. They have more depth than they're used to, but that's owed out by the fact that the other 40-year-old, Hank Sauer, who hit 26 very helpful home runs last year, can not reasonably be expected to do that again this season. But if the rookie relay comes through, an outlandish long shot but a possibility, the Giants could be the most exciting team in the league this year. If the rookies fail, let San Francisco watch Willie Mays, excitement enough in himself.

People tend to mock the Cubs. In Chicago the newspapermen like to call them the Cubbies, to demonstrate how ineffectual they are. Possibly

it's true. Possibly the Cubs this year are just as bad as ever. But do not forget that there are some very fine ballplayers on this otherwise weak team



ERDIE BARKS



DALE LONG



WALT MORYN



CAL NEEMAN

## BASIC ROSTER

no.	player	position	1957 record
2	Lee Walls	RF	.257
3	Jim Bolger	OF	.275
6	Chuck Tanner	CF	.279
7	Bobby Adams	IF	.251
11	Bobby Thomson	OF	.240
12	Bobby Morgan	IF	.207
14	Ernie Banks	SS	.285
21	Tony Taylor	IF	minors
22	Sam Taylor	C	minors
23	Jerry Kindall	2B	.169
27	Dale Long	1B	.298
30	Cal Neeman	C	.258
43	Walt Moryn	LF	.289
18	Dick Drott	P	15-11
25	Moe Drabowsky	P	13-15
29	Taylor Phillips	P	3-2
31	Turk Lown	P	5-7
36	Don Elston	P	6-7
42	Jim Brown	P	5-5
53	Dave Hillman	P	6-11

## THE MANAGER

Bob Scheffing (35) is a big, rugged, good-looking man, whose grumpy expression belies his friendly nature. He has a quiet but impressive personality that effortlessly commands the respect of his players. Scheffing spent eight seasons as a good, hard-working, utility catcher in the National League, then coached in both the American and National for four seasons before taking over as manager of the Cubs' Los Angeles farm team in 1955. He succeeded Stan Hark as manager of the Cubs after the 1956 season. Scheffing has had great success handling young and inexperienced pitchers. His coaches are fat Fred Fitzsimmons (38), slugger Rogers Hornsby (57), George Myatt (52).



## PAST PERFORMANCE CHART

year	TEAM				games behind
	finished	won	lost		
1957	7	62	92		33
1956	8	60	94		33
1955	6	72	81		26
1954	7	64	90		33
1953	7	65	89		40

## INDIVIDUAL LEADERS

year	batting		pitching	
	player	record	player	record
1957	Long	.298	Drott	15-11
1956	Banks	.297	Rush	13-10
1955	Banks	.295	Rush	13-11
1954	Sauer	.288	Rush	13-15
1953	Fondy	.309	Minnier	12-15

year	home runs		runs batted in	
	player	runs	player	runs
1957	Banks	43	Banks	102
1956	Banks	28	Banks	85
1955	Banks	45	Banks	117
1954	Sauer	41	Sauer	143
1953	Jackson	19	Fondy	78



CHUCK TANNER



JIM BOLGER



LEE WALLS



JERRY KINDALL

## ANALYSIS OF THIS YEAR'S CUBS

**STRONG POINTS:** The Cubs have two of the most prized young pitchers in the majors in Moe Drabowsky and Dick Drott. Roommates, only 22 and 21 respectively, and with almost identical pitching records last year, their considerable skills excite the admiration of baseball men everywhere. Drott is faster and wilder (his 129 walks led the league); Drabowsky is more poised, better rounded as a pitcher. The Cubs also possess three genuine power hitters, most prominent among them the thin shortstop, Ernie Banks, who was second in the majors in home runs last season with 43 and finished third in the National League in runs batted in (102). Walt Moryn hit 19 homers

and batted in 88 runs, while Dale Long hit 21 home runs and had a .298 batting average. Behind Drott and Drabowsky the Cubs have two highly effective relief pitchers: Don Elston, who labored in the minors for nine seasons before getting his first real opportunity in the majors last year, and the veteran Turk Lown. Between them Elston and Lown appeared in 107 games.

**WEAK SPOTS:** The trouble with the Cubs is that they run out of good players depressingly fast. Off last year's performance, they have no pitchers, now that Bob Rush

## THE VOICES

**JACK QUINLAN** (39, melodramatic) is peculiarly fitted for his job as announcer for the last-place Cubs. He was once a gravedigger. He also attended Notre Dame, majored in speech and, after graduating in 1948, took his first radio job as sports director of a station in Tuscola, Ill. After four years in the field, he moved up to Chicago and the Cubs as assistant to the late Bert Wilson. He has been No. 1 announcer since 1956. Some folks complain that Quinlan gets too excited over any small Cub accomplishment but, when you consider what the Cubs have accomplished in the last few years, it is perhaps understandable. **LOU BOUREAU** (40, green), veteran ballplayer and manager, will be serving his rookie year as a baseball announcer. Although he is untested in the broadcasting booth, his vast knowledge of the game and the fact that he was managing in the major leagues less than a year ago will undoubtedly be helpful. Jack Brickhouse (see Chicago White Sox) will handle all of the Cub home broadcasts.



JACK QUINLAN

## HOME SCHEDULE

APRIL		JULY	
ST. LOUIS	18, 19, 20	SAN FRANCISCO	1, 2
MILWAUKEE	29, 30	PITTSBURGH	10, 11
		PHILADELPHIA	12, 23, 24
		CINCINNATI	15, 17
		MILWAUKEE	15, 19, 20
MAY		AUGUST	
MILWAUKEE	3, 2, 3	SAN FRANCISCO	4, 5
CINCINNATI	4, 4, 6, 7, 8	LOS ANGELES	6, 7
ST. LOUIS	12, 13	ST. LOUIS	8, 9, 16, 16
LOS ANGELES	14, 15	PITTSBURGH	18, 25, 27, 22, 23
SAN FRANCISCO	14, 17, 19, 18	PHILADELPHIA	24, 24, 25, 27
LOS ANGELES	30, 30, 31		
JUNE		SEPTEMBER	
LOS ANGELES	1	ST. LOUIS	3, 4
PHILADELPHIA	5, 4, 5	SAN FRANCISCO	5, 6, 7
PITTSBURGH	6, 7, 8, 9	LOS ANGELES	19, 20, 21
MILWAUKEE	10, 11, 12		
CINCINNATI	13, 14, 15, 15		

*No night games*



DICK DROTT



MOE DRABOWSKY



TAYLOR PHILLIPS



DON SUTTON

has gone to Milwaukee, to start the games that Drott and Drabowsky do not start, and they have no batters of sufficient sustained skill to get on base in front of Banks and Moryn and Long. Despite D & D and the good relief pitchers, the Cubs had the second-worst team-pitching performance in the National League last season. Despite Banks and Moryn and Long, the Cubs as a group were dead last in team batting averages. Further, the Cubs last season had no second baseman and no third baseman of real major league caliber; this year they find themselves counting on young, weak-hitting Jerry Kindall (.164 and .160 in his two big league seasons) at second and rookie Tony Taylor (.217 in the minors) at third. Lee Walls, the right fielder, looks like a good ballplayer, but his .252 batting average for his major league career doesn't bear this out.

**ROOKIES AND NEW FACES:** Based on his early spring training display, 22-year-old Tony Taylor is a candidate for rookie-of-the-year honors. He's a bouncy, lively, fine-looking athlete, a flashy fielder, an alert batter, an amazingly fast base runner. A Cuban, with the flat facial structure and somewhat Oriental expression of a Kid Gavilan, Taylor has shown only one real flaw: his last year's batting average, which was a miserable .217 at Dallas in the Texas League. The Cubs are praying that the .217 was an illusion and that the Taylor they've seen this spring is the real thing. Aside from rookies, the prime new face in camp is "T-Bone," the colorful Taylor Phillips, whom the Cubs obtained from the Milwaukee Braves in the controversial Bob Rush trade. Phillips is a left-

handed pitcher of great promise who has never got around to fulfilling that promise. The Cubs are counting on him as a starter. With Phillips, Chicago also obtained Sammy Taylor from Milwaukee, a big left-handed hitting catcher with a sound minor league record. And from the Giants came the famous but shopworn Bobby Thomson.

**THE BIG IF'S:** Because they can expect reasonable facsimiles of past performances from their good players—the Bankss, Drotts, Moryns, Elstons, et al.—the Cubs feel that they are sure of being as good as they were last year, which, if it is not very much to have going for them, is at least better than being worse. And they fondly hope that Taylor Phillips will come through big as a solid starting pitcher and that the youngsters, Kindall and Taylor, will plug the holes in the infield. Then, the Cubs know they will be a whole lot better.

**THE OUTLOOK.** Last season the Cubs tied the Pittsburgh Pirates for seventh place. Even if Phillips and Kindall and Taylor turn the Cubs into a better team, it is doubtful that they will be as improved as the Pirates. The soundness of the sixth-place Giants is suspect, but their good rookies and the spur of moving to San Francisco should keep them out of Chicago's reach. The fifth-place Phillies have too many pitchers to fall behind the Cubs, and the other teams have too many ballplayers. Which leaves one place open. The outlook isn't brilliant for the Cubbie nine this year.

The Pirates were supposed to start their climb last year—and didn't. Now, a year wiser, they realize that half a dozen fine young players can't

do it alone. But if Kiuszewski can only deliver those big hits and the pitching staff somehow comes around . . . well, 1958 could be different



DICK GROAT



BILL MAZEROSKI



TED KIUZEWSKI



FRANK THOMAS

## BASIC ROSTER

no.	player	position	1957 record
5	Ted Kiuszewski	1B	.265
4	Bob Skinner	OF	.305
6	Johnny O'Brien	1F	.314
8	Gene Freese	IF-OF	.283
6	Bill Mazeroski	2B	.283
11	Paul Smith	OF	.253
14	John Powers	1B-OF	minors
15	Frank Thomas	IF-OF	.290
18	Bill Virdon	OF	.251
20	Hank Foiles	C	.270
21	Roberto Clemente	OF	.253
25	Gene Baker	IF	.264
26	Dick Groat	SS	.315
28	Roman Mejias	OF	.275
10	Bob Friend	P	14-18
22	Roscoe Kline	P	9-16
16	Elroy Face	P	4-6
32	Vernon Law	P	10-8
38	Don Gross	P	7-9
39	Luis Arroyo	P	3-11

## THE MANAGER

A big league infielder for seven years and a big league manager since last August when he replaced Bobby Bragan, Danny Murtaugh has fond hopes that he can keep the Pirates moving at the same .500 gait at which they played the last two months of the '57 season. If so, he will be accomplishing something no other Pittsburgh manager has been able to do over a full season for the past 10 years. A chunky, tobacco chewing, cigar-smoking Irishman with a keen sense of humor and a genius for double talk, he wears uniform No. 40, which matches his age. Murtaugh's coaching staff is made up of Bill Burwell (41), Leonard Levy (42), Sad Sam Narvon (43) and Frank Oesch (44).



## PAST PERFORMANCE CHART

TEAM				
year	finished	won	lost	games behind
1957	7	62	92	33
1956	7	66	88	27
1955	8	60	94	38½
1954	8	53	101	44
1953	8	50	104	55

## INDIVIDUAL LEADERS

batting		pitching	
1957	Groat .315	Friend 14-18	
1956	Virdon .319	Friend 17-17	
1955	Long .291	Friend 14-9	
1954	Thomas .298	L'field 16-11	
1953	O'Connell .294	Dickson 10-19	
home runs		runs batted in	
1957	Thomas 23	Thomas 89	
1956	Long 27	Long 91	
1955	Thomas 25	Long 79	
1954	Thomas 28	Thomas 94	
1953	Kiner 35	Kiner 116	



ROBERTO CLEMENTE



HANK FOILES



BILL VIRDON



BOB SKINNER

## ANALYSIS OF THIS YEAR'S PIRATES

**STRONG POINTS:** Strangely enough, a last-place ball club can have some strong points, and the Pirates have theirs. Dick Groat at shortstop and Bill Mazeroski at second base make up one of the finest double-play combinations in the league. Groat is quick and smart and a sharp hitter, while baseball men are saying that Mazeroski, with his great hands and range and arm, is perhaps the finest young infielder in the business. Frank Thomas, a valuable and highly versatile athlete who can play first, third or the outfield, has always hit with real power, and each member of the outfield—Bill Virdon, Roberto Clemente and Bob Skinner—has been a .300 hitter at one time or

another in the big leagues. In addition, the first two, playing center and right respectively, are outstanding defensively. Bob Friend ranks as one of the top pitchers in the game, and Hank Foiles, the surprise of 1957, turned in a splendid catching job with little help. This is a young team with very good speed and surprising depth: Infielders Gene Baker, Gene Freese and Johnny O'Brien, Outfielders Roman Mejias, Paul Smith and John Powers.

**WEAK SPOTS:** The Pirates are well represented here, too, and the pitching staff is a good place to begin. Behind



## THE VOICES

**BOB PRINCE** (41, confident), the son of a regular Army officer, moved from one Army post to another as a youth and then from school to school (Pitt, Stanford, Oklahoma and Harvard Law). When he won announcing audition by "accident," Prince forgot family tradition and quit law school. Colorful and controversial, Prince makes no bones about rooting hard for the Pirates. His repeated "Sufferin' Catfish" and "Oh, how sweet it is" leave no doubt in listeners' ears as to how the Pirates are doing at the moment. Some say he is a show-off and too gabby but everyone concedes he has one of the finest air voices in the business. Loses 15 pounds during season. **JIM WOODS** (41, deep-throated) entered baseball at the tender age of 4 as mascot for the Kansas City Blues. A stint as ball boy followed and Woods's career was set. He came to the majors in 1933 to cover the Yankees and switched to the Giants in 1967. Woods brings his deep, rhythmic delivery to Pittsburgh for the first time this year.



BOB PRINCE

## HOME SCHEDULE

<b>APRIL</b> CINCINNATI 18, 19, 20 MILWAUKEE 22, 23	<b>JULY</b> PHILADELPHIA 1 <sup>st</sup> LOS ANGELES 22 <sup>nd</sup> , 23 <sup>rd</sup> , 24 <sup>th</sup> SAN FRANCISCO 25 <sup>th</sup> , 26 <sup>th</sup> , 27 <sup>th</sup> CHICAGO 29 <sup>th</sup> , 30 <sup>th</sup> , 31 <sup>st</sup>
<b>MAY</b> PHILADELPHIA 9 <sup>th</sup> , 10, 11, 11 CINCINNATI 13 <sup>th</sup> , 14 <sup>th</sup> , 15 CHICAGO 20 <sup>th</sup> , 21 ST. LOUIS 22 <sup>nd</sup> , 23 <sup>rd</sup> , 24 SAN FRANCISCO 25, 26 LOS ANGELES 27 <sup>th</sup> , 28 <sup>th</sup> MILWAUKEE 30, 31, 31	<b>AUGUST</b> ST. LOUIS 1 <sup>st</sup> , 2, 3, 3 CINCINNATI 8 <sup>th</sup> , 9, 10, 10 MILWAUKEE 13 <sup>th</sup>
<b>JUNE</b> MILWAUKEE 17 <sup>th</sup> , 18 <sup>th</sup> , 19 SAN FRANCISCO 20 <sup>th</sup> , 21, 22, 22 LOS ANGELES 24 <sup>th</sup> , 25 <sup>th</sup> , 26 ST. LOUIS 27 <sup>th</sup> , 28, 29, 29 CHICAGO	<b>SEPTEMBER</b> PHILADELPHIA 1, 1, 2 <sup>nd</sup> CINCINNATI 4 <sup>th</sup> MILWAUKEE 5 <sup>th</sup> , 6, 7, 7 SAN FRANCISCO 8 <sup>th</sup> , 10 <sup>th</sup> LOS ANGELES 12 <sup>th</sup> , 13 CHICAGO 14, 14 ST. LOUIS 16 <sup>th</sup> PHILADELPHIA 20 <sup>th</sup> , 21, 22

\*Night game



BOB FRIEND



RONNIE KLINE



VERNON LAW



ELROY FACE

Friend there is only Ronnie Kline and Vernon Law, who have looked good but never quite good enough, and the relief ace, Elroy Face. Don Gross, picked up in the deal with Cincinnati, may be the fourth starter—and the left-hander—the Pirates so badly need. But for a fifth man and a spot pitcher or two, the Pirates are going to have to stir up something from among a double handful of young hopefuls, semifailures and raw rookies who between them managed to win less than a dozen big league games last year. There is also little reason to believe that the catching, behind Foiles, will show much improvement; the same ones are around again who have missed before. And the Pirates, despite some good high-average hitters in the lineup, are still woefully short on power. Only Thomas has proved that he can consistently hit the ball out of vast Forbes Field.

**ROOKIES AND NEW FACES:** The new face which looms largest on this ball club is attached to Ted Klusowski, and every Pittsburgh official, player and fan only hopes that it may be seen an awful lot this year out on the field. The other trade acquisition was Gross, a highly promising young man for whom the Pirates were willing to part with Bob Purkey. The rookies include a pair of Coast League pitching phenoms named Bennie Daniels (a left-hander) and George Witt, who between them won 35 games and lost only 15 for Hollywood last year. Now that Dick Stuart, the home-run-hitting strikeout wonder, has been found lacking again in his attempt to switch from the outfield to first base, R. C. Stevens, another big long-ball hitter, has a good chance to be the

man who will back up Kline. And Johnny Powers, a hard-hitting 28-year-old who keeps coming back each spring, may stick as a pinch hitter and as an outfield reserve.

**THE BIG IFs:** Perhaps the biggest if in all baseball today concerns Ted Klusowski and his aching back. After a slow, cautious start this spring, the big slugger has been driving baseballs out of the park and seems to have regained all his old prowess. The only question now is whether he will be able to play with any great regularity. If he can, most of Pittsburgh's worries over a power shortage will immediately disappear. Virdon and Clemente, second and third in the league averages in '56, must hit like that again instead of at their .250 level of last year. And finally, if Gross does well and one or two of the other pitching hopefuls manage to become a winner, the Pirates will be pretty well set.

**THE OUTLOOK:** A young, improving ball club, the Pirates have too much talent to stay in the cellar. With such stars as Thomas, Friend, Groat, Manerowski, Virdon, Clemente and Skinner on the roster, backed up by a good supporting cast, they should now begin to move up. Yet Friend, Kline and Law can't carry the pitching all alone, and unless Klusowski is able to come back, Thomas is in the position of having to supply all the long ball punch by himself. The Pirates will cause a lot of trouble to teams chasing a pennant but they are still a long way from becoming a serious threat themselves.

# LIFETIME RECORDS OF CURRENT PLAYERS NATIONAL LEAGUE

## BATTING

### AVERAGE

PLAYER	SEASONS	PCT.
Musial, St L	16	.340
Aarpe, Md	4	.313
Ashburn, Phil	10	.302
Mays, S F	7	.301
Snider, L A	11	.303
Klaszewski, Pitt	11	.302
Furillo, L A	12	.300
Burgess, Cin	8	.299
Moore, St L	4	.298
Dark, St L	11	.292

### NATIONAL LEAGUE RECORD

Rogers Hornsby	23	.358
----------------	----	------

### HITS

PLAYER	SEASONS	TOTAL
Musial, St L	16	2,957
Schoendienst, Md	13	2,390
Reese, L A	15	2,137
Ennis, St L	12	1,562
Ashburn, Phil	10	1,852
Furillo, L A	12	1,762
Palke, Md	15	1,726
Dark, St L	11	1,717
Snider, L A	11	1,689
Lockman, S F	12	1,590

### NATIONAL LEAGUE RECORD

Wesley Wagner	21	3,430
---------------	----	-------

### HOME RUNS

PLAYER	SEASONS	TOTAL
Musial, St L	16	381
Snider, L A	11	316
Hodges, L A	12	298
Ennis, St L	12	283
Sauer, S F	13	275
Klaszewski, Pitt	11	251
Thomson, Chi	12	227
Mathews, Md	6	222
Palke, Md	15	209
Mays, S F	6	187

### NATIONAL LEAGUE RECORD

Nel Ott	22	511
---------	----	-----

### RUNS BATTED IN

PLAYER	SEASONS	TOTAL
Musial, St L	16	1,572
Ennis, St L	12	1,229
Hodges, L A	12	1,049
Snider, L A	11	1,003
Furillo, L A	12	961
Palke, Md	15	929
Klaszewski, Pitt	11	886
Thomson, Chi	12	872
Reese, L A	15	868
Sauer, S F	13	829

### NATIONAL LEAGUE RECORD

Mel Ott	22	1,860
---------	----	-------

### STOLEN BASES

PLAYER	SEASONS	TOTAL
Reese, L A	15	231
Ashburn, Phil	10	160
Mays, S F	6	121
Valo, L A	16	110
Bruton, Md	5	104
Philly, Phil	13	97
Snider, L A	11	92
Gilliam, L A	5	91
Schoendienst, Md	13	84
Fondy, Cin	7	77

### NATIONAL LEAGUE RECORD

Bill Hamilton	12	797
---------------	----	-----

### STRIKEOUTS

PLAYER	SEASONS	TOTAL
Reese, L A	15	875
Snider, L A	11	874
Hodges, L A	12	849
Ennis, St L	12	672
Sauer, S F	13	670
Thomson, Chi	12	660
Mathews, Md	6	522
Musial, St L	16	487
Bell, Cin	8	466
Boe, Md	13	463

### NATIONAL LEAGUE RECORD

Dolph Camnitz	12	961
---------------	----	-----

## PITCHING

### GAMES WON

PLAYER	SEASONS	TOTAL
Spahn, Md	13	224
Roberts, Phil	10	189
Newcombe, L A	7	123
Erskine, L A	10	118
Rush, Md	10	110
Simmons, Phil	10	108
Hearn, Phil	10	104
Wehner, St L	12	90
Bundtze, Md	8	85
Antzells, S F	8	84

### NATIONAL LEAGUE RECORD

G. C. Alexander	26	373
-----------------	----	-----

Christy Mathewson	17	373
-------------------	----	-----

### STRIKEOUTS

PLAYER	SEASONS	TOTAL
Spahn, Md	13	1,633
Roberts, Phil	10	1,428
Rush, Md	10	1,076
Simmons, Phil	10	966
Erskine, L A	10	912
Newcombe, L A	7	857
Haddis, Cin	6	834
Wehner, St L	12	779
Antzells, S F	8	766
Friend, Pitt	7	662

### NATIONAL LEAGUE RECORD

Christy Mathewson	17	2,499
-------------------	----	-------

### BASES ON BALLS

PLAYER	SEASONS	TOTAL
Spahn, Md	13	938
Wehner, St L	12	845
Rush, Md	10	725
Wight, Cin	11	678
Simmons, Phil	10	672
Hearn, Phil	11	622
Klippstein, Cin	8	619
Erskine, L A	10	598
Roberts, Phil	10	575
Buhl, Md	5	473

### NATIONAL LEAGUE RECORD

Arnos Ruzie	10	1,713
-------------	----	-------

AMHO

takes the fast sport shirt lines of 80% "Orlon" and 20% cotton regatta (see left) and sells with Mark tape. About \$7.95 at: Wolff Brothers, Kansas City; Jackson, Mayne, Philadelphia; Ward's, St. Louis; Weston Ltd., New York; Mansure & Prentiss, Wilmington; Zurich Inc., Boston; and other fine stores.



## AUTOMATIC NEATNESS

New luxurious knit shirt of 80% "Orlon" and 20% cotton can be machine-washed, machine-dried...worn without ironing

Light, luxurious and superbly comfortable—this prize shirt has the remarkable ability to take machine-washing, machine-drying and come out ready for wear. "Orlon"® acrylic fiber gives it amazing shape retention,

helps it resist stretching or shrinking. This shirt can also be washed by hand or machine and drip-dried. Any way you wash it, it's easy. Blocking or shaping isn't needed. Buy one soon. You'll enjoy wearing it for a long time.

ORLON

SEE US & PAY OFF



®"Orlon" is Du Pont's registered trademark. ©1967 Du Pont de Nemours & Co. The fabric or sport shirt shown.

©SEE FRANKS FOR BETTER DYEING THROUGH CHEMISTRY



*What wonderful*



# *leather we're having*

Hop aboard one of these great '58 cars — the leather's fine. It sits well with you.

It speaks well of you. Leather is soft. Leather is tough. Love leather but leave it alone.

Leather needs no care. The only thing better than a little leather in your life is a lot of it

Where there's Life...there's Bud®

DO IT YOURSELF. Read  
the Budweiser label  
...and you'll find the  
ingredients behind Bud's  
refreshing taste. What  
could be simpler?



# Budweiser®

ANHEUSER-BUSCH, INC. • ST. LOUIS  
NEWARK • LOS ANGELES

# LIFETIME RECORDS OF CURRENT PLAYERS AMERICAN LEAGUE

## BATTING

### AVERAGE

PLAYER	SEASONS	PCT.
Williams, Bos	16	.350
Mantle, N Y	7	.316
Minnoso, Cleve	8	.3073
Kaline, Det	5	.3068
Noe, Det	6	.3060
Goodman, Chi	11	.3056
Slaughter, N Y	17	.302
Mauer, Chi	10	.298
Fox, Chi	11	.297
Berra, N Y	12	.290

### AMERICAN LEAGUE RECORD

Ty Cobb	24	.367
---------	----	------

### HITS

PLAYER	SEASONS	TOTAL
Vernon, Cleve	17	2,370
Williams, Bos	16	2,352
Slaughter, N Y	17	2,321
Berra, N Y	12	1,988
Fox, Chi	11	1,524
Yost, Wash	13	1,430
Goodman, Chi	11	1,425
Doby, Cleve	11	1,419
Wertz, Cleve	11	1,363
Minnoso, Cleve	8	1,189

### AMERICAN LEAGUE RECORD

Ty Cobb	24	4,191
---------	----	-------

### HOME RUNS

PLAYER	SEASONS	TOTAL
Williams, Bos	16	456
Berra, N Y	12	262
Doby, Cleve	11	240
Zernial, Det	9	225
Wertz, Cleve	11	218
Mantle, N Y	7	207
Vernon, Cleve	17	160
Slaughter, N Y	17	159
Stevens, Wash	9	155
Bauer, N Y	10	137

### AMERICAN LEAGUE RECORD

Babe Ruth	22	714
-----------	----	-----

### RUNS BATTED IN

PLAYER	SEASONS	TOTAL
Williams, Bos	16	1,639
Slaughter, N Y	17	1,263
Vernon, Cleve	17	1,241
Berra, N Y	12	1,085
Wertz, Cleve	11	928
Doby, Cleve	11	912
Zernial, Det	9	727
Mantle, N Y	7	666
Torgeson, Chi	11	655
Boone, Det	10	642

### AMERICAN LEAGUE RECORD

Babe Ruth	22	2,209
-----------	----	-------

### STOLEN BASES

PLAYER	SEASONS	TOTAL
Minnoso, Cleve	8	145
Vernon, Cleve	17	137
Rivera, Chi	6	124
Torgeson, Chi	11	118
Jensen, Bos	8	105
Bastley, Balt	8	87
Anka, Cleve	9	70
Slaughter, N Y	17	68
Fox, Chi	11	61
Mantle, N Y	7	59

### AMERICAN LEAGUE RECORD

Ty Cobb	24	852
---------	----	-----

### STRIKEOUTS

PLAYER	SEASONS	TOTAL
Doby, Cleve	11	540
Vernon, Cleve	17	793
Zernial, Det	9	703
Wertz, Cleve	11	686
Hagan, Det	14	664
Yost, Wash	13	662
Mantle, N Y	7	653
Williams, Bos	16	592
Torgeson, Chi	11	553
Slaughter, N Y	17	506

### AMERICAN LEAGUE RECORD

Babe Ruth	22	1,330
-----------	----	-------

## PITCHING

### GAMES WON

PLAYER	SEASONS	TOTAL
Wynn, Chi	17	235
Lemon, Cleve	14	207
Trucks, K C	16	175
Dickson, K C	16	160
Garcia, Cleve	10	158
Pierce, Chi	11	134
Maglie, N Y	9	116
Garver, K C	10	103
Kellner, K C	10	92
Ford, N Y	6	91

### AMERICAN LEAGUE RECORD

Walter Johnson	21	404
----------------	----	-----

### STRIKEOUTS

PLAYER	SEASONS	TOTAL
Wynn, Chi	17	1,634
Trucks, K C	16	1,493
Pierce, Chi	11	1,370
Lemon, Cleve	14	1,269
Ockston, K C	16	1,190
Garcia, Cleve	10	1,144
Maglie, N Y	9	834
McDermott, Det	10	739
Kellner, K C	10	733
Stobbs, Wash	11	710

### AMERICAN LEAGUE RECORD

Walter Johnson	21	3,837
----------------	----	-------

### BASES ON BALLS

PLAYER	SEASONS	TOTAL
Wynn, Chi	17	1,322
Lemon, Cleve	14	1,235
Trucks, K C	16	1,049
Dickson, K C	16	988
Pierce, Chi	11	885
McDermott, Det	10	811
Garver, K C	10	722
Kellner, K C	10	709
Garcia, Cleve	10	658
Stobbs, Wash	11	628

### AMERICAN LEAGUE RECORD

Bob Feller	21	1,364
------------	----	-------

It is a new year but the Yankees of '58 are an old story. As in the past, they have power, pride and the winning habit. Some critics may argue that

this team is not to be compared with the great Yankee teams of '27 or '36, but what does it really matter? They are good enough to win... and easily



MICKEY MANTLE



YOGI BERRA



GIL McDOUGALD



BILL SKOWRON

## BASIC ROSTER

no.	player	position	1957 record
1	Bobby Richardson	2B	.256
6	Andy Carey	3B	.256
7	Mickey Mantle	CF	.385
8	Yogi Berra	C	.251
9	Hank Bauer	RF	.259
10	Tony Kubek	OF-IF	.297
11	Jerry Lampe	3B	.349
12	Gil McDougald	SS	.289
14	Bill Skowron	1B	.304
25	Norm Siebern	LF minors	
32	Elston Howard	C-OF	.253
38	Harry Simpson	OF-1B	.270
10	Whitey Ford	P	11-5
10	Don Larsen	P	10-4
10	Bob Turley	P	13-6
21	Sal Maglie	P	8-5
30	Bobby Shantz	P	11-5
47	Tom Seaver	P	16-4
53	Johnny Kucks	P	8-10
48	Bob Grist	P	12-8

## THE MANAGER

Dewildering, amusing, tough and kindly—all these are Casey Stengel (37), the master manager. In nine years as leader of the Yankees he has won eight pennants and six World Series. Stengel has been in baseball since 1912. He was an outfielder for 15 years (lifetime average: .284) before turning to managing. In three years with Brooklyn and six with the old Boston Bees, Casey's boys never finished higher than fifth place, but after a five-year exile to the minors he returned with the Yankees and a winner. Stengel's coaches are Frankie Crosetti (2) at third base, Ralph Houk (35), the man many believe will eventually succeed Stengel, at first base, and Pitching Coach Jim Turner (31).



## PAST PERFORMANCE CHART

## TEAM

year	finished	won	lost	games behind
1957	1	98	56	—
1956	1	97	57	—
1955	1	96	58	—
1954	2	103	51	8
1953	1	99	52	—

## INDIVIDUAL LEADERS

	batting	pitching
1957	Mantle .385	Sturdt 16-6
1956	Mantle .358	Ford 19-6
1955	Mantle .307	Ford 18-7
1954	Noren .319	Grim 20-6
1953	Bauer .304	Ford 18-6
	home runs	runs batted in
1957	Mantle 34	Mantle 94
1956	Mantle 52	Mantle 130
1955	Mantle 37	Berra 108
1954	Mantle 27	Berra 125
1953	Berra 27	Berra 108



HANK BAUER



TONY KUBEK



ELSTON HOWARD



JERRY TURNER

## ANALYSIS OF THIS YEAR'S YANKEES

**STRONG POINTS:** Better sit down, this might take a while. The Yankees have every pennant ingredient... power, speed, youth and depth. Most important is depth, for it permits Casey Stengel the luxury of juggling his lineup daily according to opposing pitchers, batting slumps and personal whim. Yogi Berra and Elston Howard provide first-rate catching. Last year was not Yogi's (.251), but there are few who would bet on another year like it. Some say Howard is the league's second-best catcher. At first base is Moose Skowron, who in four years has never hit below .300. If he gets hurt, as is his habit, two free-swinging left-handers will be waiting: Harry Simpson,

once the toast of Kansas City, and Marv Throneberry, who in three seasons with Denver hit 118 home runs. Five young men (average age 25) will play the other three infield positions, and no matter which combination plays, it will be good. Gil McDougald, as reliable as a government bond, has seniority rights to shortstop. Bobby Richardson is a talented second baseman, as Frank Lane is quick to admit. Andy Carey, who can field, and Jerry Lampe, who can hit, will alternate at third. That leaves Tony Kubek, last year's top rookie, as the swing man. He can and has played short, second and third and he will probably play all of them this year. And left field, too.



## THE VOICES

**MEL ALLEN** (45, worldly) entered the University of Alabama at 16 and graduated eight years later with a law degree. While in college, he broadcast local sporting events. When he was heard by a CBS executive, Mel Allen was on his way. In 1939 he was assigned to the Yankees and, with the exception of three years in the Army, has been with them ever since. Some fans can't stand him. They say he's biased, only compliments opponents when the Yankees are ahead. But even his critics must admit he is a pro, a colorful personality and a sponsor's dream. No one can tell a can of beer like Mel Allen. **RED BARNER** (50, gentle) moves pre- and post-game shows, fills in all too seldom for play-by-play. The "old red-head" became a legend with Brooklyn before joining New York. They don't come any better. **PHIL RIZZUTO** (38, excitable), who was previously employed by the Yankees in another capacity, made his announcing debut last year. Rizzuto treats his audience to his vast experience and feeling for the game.



MEL ALLEN

## HOME SCHEDULE

<b>APRIL</b> BALTIMORE 18, 19, 20 BOSTON 21, 22 DETROIT 23, 24	<b>JULY</b> BOSTON 8*, 9, 10 CLEVELAND 10*, 11, 12 CHICAGO 13, 15, 16* DETROIT 16, 18*, 17 KANSAS CITY 18*, 19, 20, 21
<b>MAY</b> BOSTON CITY 2, 3 CHICAGO 4, 4 CLEVELAND 6, 7, 8 WASHINGTON 9*, 10, 11, 11 BALTIMORE 13*, 14, 15 WASHINGTON 16, 17	<b>AUGUST</b> BOSTON 8*, 9, 10 BALTIMORE 11*, 12 WASHINGTON 13* CLEVELAND 15*, 16 CHICAGO 18*, 19, 20 DETROIT 21, 22 KANSAS CITY 23*, 24
<b>JUNE</b> CHICAGO 3*, 4, 5 CLEVELAND 6*, 7, 8 KANSAS CITY 10*, 11, 12 DETROIT 13*, 14, 15, 16	<b>SEPTEMBER</b> BOSTON 1, 1, 2*, 3 WASHINGTON 5*, 6, 7, 7 BALTIMORE 10*, 11, 12

\*Night game



WHITEY FORD



TOM STURDIVANT



BOB TURLEY



DON LARSEN

The young man can run, hit and field. So can another young man in center field, except he can run a little faster and hit a little further. That would be Mickey Mantle. Should his legs require rest in the late innings, Bobby Del Greco, a little speedster the Yankees picked up late last season, will spell him. In right field is tireless Hank Bauer. A team such as this might be able to get by without pitchers, but the Yanks have them too. Because there are so many of them, no one ever wins a lot of games, but a look at the staff's record for the last two seasons indicates their quality: Whitey Ford (30-11), Tom Sturdivant (32-14), Bob Turley (21-16), Don Larsen (21-9), Johnny Kucks (26-19) and Bob Grim (18-9). Three of last year's newcomers, Bobby Shantz, Art Ditmar and Sal Maglie, had a combined 21-6. All nine of them will be around this year.

**WEAK SPOTS:** They just don't exist. In comparison to the rest of the team, left field might be considered inadequate, but there are teams that would happily accept any one of the men who will play there this season. Howard is one and Simpson makes two. Kubek will spend time there and even 42-year-old Elmer Slaughter, primarily a pinch hitter these days, may have to answer the call to arms. But the one with the best chance is the fellow who opened there two years ago, Norm Siebern.

**ROOKIES AND NEW FACES:** Siebern got hurt two years ago and was shipped to Denver. He hit .349 there last year. If he can hit in the majors, and it looks like he can, left field is his, despite his only-adequate fielding

ability. Throneberry is no fielder either, but if he can hit a couple into the Stadium's short right-field seats, he may play a lot of home games, for at the Stadium the powerful Skowron, who hits mainly to center field, is a long out. One or two new pitchers may turn up, all graduates from the Denver team. Mark Freeman (12-6), Rine Duren (13-2) or Zack Monroe (16-10) will round out the Yankee pitching staff.

**THE BIG IF5:** The Yankees are in the happy position of being able to afford one major disaster and still win the pennant. An injury to Mantle's legs or Ford's arm would hurt but not shatter the team's chances. Aside from injuries, there is no one player who must come through if the Yankees are to win. Only a total reversal of form on the part of several key players could do this team real harm.

**THE OUTLOOK:** There are certain things Americans can count on every year; taxes is one, Christmas is another. But neither is so sure as a World Series in Yankee Stadium every fall. Casey Stengel won't admit it. He likes to praise the excellent Chicago pitching staff and those hard-hitting fellas up in Boston. He talks of what Billy Martin may do for Detroit. But he fools no one. He has the team and he knows how to run it. If everything goes right, if Mantle hits, Ford pitches and Berra returns to form, there is no reason why the Yankees shouldn't win by Labor Day.

Without a home run hitter worthy of the name, the White Sox are all set to make their annual run at the Yankees—and the elusive pennant. If

they succeed, it will be because they can pitch and run and field much better than anyone else. They still can't hit the baseball out of the park



NELLE FOX



SHERM LOLLAR



JIM RIVERA



AL SMITH

## BASIC ROSTER

no.	player	position	1957 record
1	Jim Landis	OF	.212
2	Nellie Fox	2B	.317
3	Tito Francona	OF	.233
4	Ron Jackson	1B	minors
5	Bubba Phillips	OF	.270
6	Billy Goodman	3B	.294
7	Jim Rivera	OF	.256
8	Walt Dropo	1B	.256
9	Al Smith	OF	.247
10	Sherm Lollar	C	.256
11	Luis Aparicio	SS	.257
17	Earl Torgeson	1B	.286
16	Bob Keegan	F	10-8
18	Billy Pierce	F	20-12
20	Bill Fisher	F	7-8
21	Gerry Staley	F	5-1
22	Dick Donovan	F	16-6
26	Ray Moore	F	11-18
30	Jim Wilson	F	15-8
32	Early Wynn	F	14-17

## THE MANAGER

Quite likely the calmest manager in all baseball—and also one of the soundest—Al Lopez has managed to hang up a rather remarkable record. In seven big league seasons his teams have won one pennant, never finished lower than second. Last year, after leaving a Cleveland club which was built on pitching and power, he took over the White Sox, who were strong on pitching and speed, revised his tactics and led them to their highest finish in 37 years. His coaches are old friend and teammate at Brooklyn and Boston, Tony Cuccinello (33) at third base, Don Gettleridge (39) at first, John Cooney (34), and Ray Berres (37), who has the pleasure of working with the White Sox pitchers.



## PAST PERFORMANCE CHART

TEAM				
year	finished	won	lost	games behind
1957	2	90	64	8
1956	3	85	69	12
1955	3	91	63	5
1954	3	94	60	17
1953	3	89	65	11½

## INDIVIDUAL LEADERS

	batting		pitching
1957	Fox .317	Pierce	20-12
1956	Minoza .316	Pierce	20-9
1955	Kell .312	Pierce	15-10
1954	Minoza .320	Trucken	20-10
1953	Minoza .313	Pierce	18-12

	home runs	runs batted in
1957	Doby, Rivera 14	Minoza 103
1956	Minoza 21	Doby 102
1955	Dropo 19	Kell 81
1954	Minoza 19	Minoza 116
1953	Minoza 15	Minoza 104



LUIS APARICIO



BILLY GOODMAN



RON JACKSON



BUBBA PHILLIPS

## ANALYSIS OF THIS YEAR'S WHITE SOX

**STRONG POINTS:** Al Lopez' favorite theory—that pitching, speed and defense can win a pennant—may happen to be his favorite theory simply because it is the only one he has and he is stuck with it. But certainly if ever a club was equipped to put the idea to the test, the 1958 White Sox are it. Here is the finest first-line pitching staff in baseball (Billy Pierce, Dick Donovan and Early Wynn, backed up by Jim Wilson, Bob Keegan and Bill Fisher), good relief pitching (Ray Moore, Gerry Staley, Dixie Howell), tremendous team speed and a solid defense. Nellie Fox and the brilliant Luis Aparicio stop everything hit within miles of second base, and Fox is a real master

craftsman with a bat. Billy Goodman, a lifetime .300 hitter, will end the confusion over who is to play third base, and there are five outfielders who can go and get the ball—Al Smith, Bubba Phillips, Jim Landis, Jim Rivera and Tito Francona. Sherm Lollar, a smart, experienced receiver who can hit the long ball, ranks second only to Yogi Berra among the catchers of the American League. The team is three deep at first base with Ron Jackson, Earl Torgeson and Walt Dropo. And this year Lopez has half a dozen players who can shuttle back and forth between two or three positions, thus giving him room to maneuver. As for speed, this team is perhaps one of

## THE VOICES

**JACK BRICKHOUSE** (41, animated) tried to win the wristwatch a Proia radio station was offering to the winner of an announcing contest, so he entered. He lost the contest but managed to win a job as combination announcer-weatherboard operator. That was in 1934. Six years later, he was promoted to Chicago as a baseball announcer, and with the exception of a Marine hitch, he has been at it since.



**JACK BRICKHOUSE**

Brickhouse has the rare distinction of doing both Cub and White Sox home telecasts and, because of this, he has handled more games (over 1,600) than any other announcer. He is frankly bipartisan, roots unblinkingly for both of his beloved Chicago teams. In times of stress he thinks nothing of giving out with a lusty, "Come on, Sherm!" **BOB ELSON** (53, automatic) began broadcasting World Series in 1929, has a total of 13 of them under his larynx, as well as seven All-Star Games. There are some who consider Elson's limp, stinging voice downright monotonous but his career is longest in baseball.

## HOME SCHEDULE

APRIL		JULY	
DETROIT	15, 16, 17	CLEVELAND	1*
KANSAS CITY	26, 28, 27	KANSAS CITY	5, 6, 8
		DETROIT	1*, 4
		PALTIMORE	22*, 23, 24
		BOSTON	25*, 26, 27
		WASHINGTON	28*, 29*, 30, 31
MAY		AUGUST	
CLEVELAND	9, 10, 11, 12	NEW YORK	1*, 2, 3
NEW YORK	20*, 21	KANSAS CITY	13*, 14
BALTIMORE	22, 23*, 24	CLEVELAND	15, 16*, 17
DETROIT	25, 26	DETROIT	28*, 29, 31
WASHINGTON	27*, 28		
JUNE		SEPT/DECEMBER	
BOSTON	12*, 13, 16	CLEVELAND	1, 2
BALTIMORE	20*, 21, 22	DETROIT	9*, 10, 11
NEW YORK	23*, 24*, 25, 26	NEW YORK	12*, 13
WASHINGTON	27*, 28, 29, 30	WASHINGTON	14
CLEVELAND	31*	BALTIMORE	15*, 17
		DETROIT	22*, 24, 25
		KANSAS CITY	26*, 27, 28

\*Night game



**BILLY PIERCE**



**DICK DONOVAN**



**AL WILSON**



**EARLY WYNN**

the fastest in history. Aparicio, Landis, Phillips, Torgeson, Smith, Rivera, Fox and Francona can all fly.

**WEAK SPOTS:** There is only one: last year the White Sox had little power and now they have even less. The two big run producers, Larry Doby and Minnie Minoso, have been traded away and no amount of talk about the utility of sluggers attempting to operate in vast Comiskey Park is going to help the Sox when they badly need a home run. This is a team of leadoff hitters (Rivera hit more homers last year—14—than anyone else on the current roster), and there are going to be days when White Sox base runners risk sunstroke or klug blindness while waiting around in vain for someone to drive them home.

**ROOKIES AND NEW FACES:** The newsworthy rookies this spring were Barry Latman, a big, strong young pitcher with a blazing fast ball, and John Callison, an 18-year-old outfielder blessed with the wonderful combination of great speed and real power. But Latman is hardly needed on this pitching staff and Callison almost certainly could benefit by a year of high minor league experience. There are plenty of new faces around, however, for the Sox traded heavily during the winter. Wynn leads the way but close behind are Moore, the dependable late-inning relief pitcher Chicago so evidently lacked last year, Al Smith, Goodman and Francona. And back up for a big chance at first base is the towering Jackson, a 6-foot 7-inch ex-bonus baby who hit .310 and 21 homers at Indianapolis last year.

**THE BIG IFs:** There is really no adequate replacement for Fox if something should happen to the little second baseman, nor for Lollar if this immeasurably valuable player should be injured again as he was last year. But both seem perfectly healthy and the real White Sox problem still swirls again and again around the question of who is to supply the power, even a little bit. The answer could be Smith and Jackson. A good strong hitter who was plagued by misfortune during a disastrous 1957 season, Smith must now recover from an inflamed tendon which has hampered him all spring, and then regain the batting eye which made him one of the league's most valuable players in the years 1954-56. And Jackson has yet to prove that he can hit big league pitching. If these two come through and Landis, a highly talented youngster who could be of great help to the club with his speed, arm and defensive skill, picks up his average at the plate, Lopez' theory might work out after all.

**THE OUTLOOK:** One of the two White Sox deficiencies (1957—relief pitching—has been repaired, and since they lost 27 games in the last two innings of play last year, this may be enough to do the job. Lopez has a magnificent pitching staff and all the speed and defense anyone could want, and it is quite likely that six other American League clubs (each with a problem or two of its own) will be unable to catch them. But Chicago must still prove that a team without power, a major weakness, can heat out the Yankees, who have no big weakness at all. It looks like a tough job.

No one has spent more money for more disappointment than the owner of the Red Sox, Tom Yawkey. Ten years ago he had the team everyone

wanted: Williams, Doerr, Stephens, Pesky and DiMaggio. But it won no pennant. Now all that remains is Williams. But for some, that is enough



TED WILLIAMS



JACKIE JENSEN



FRANK MALZONE



JIMMY PIERSALL

## BASIC ROSTER

no.	player	position	1957 record
1	Billy Conzolo	IF	.270
3	Pete Runnels	IF	.230
4	Jackie Jensen	RF	.231
7	Ken Aspromonte	2B	minors
9	Ted Williams	LF	.338
11	Frank Malzone	3B	.292
16	Haywood Sullivan	C	minors
22	Sammy White	C	.215
24	Don Buddin	SS	service
25	Dick Gernert	1B	.237
37	Jimmy Piersall	CF	.261
38	Gene Stephens	OF	.266
14	Ike Delock	P	9-8
17	Leo Kiely	P	minors
19	Frank Sullivan	P	14-11
20	Mike Fornieles	P	10-13
21	Willard Nixon	P	12-13
23	Tom Brewer	P	15-13
27	George Sase	P	7-3
30	Dave Sisler	P	7-8

## THE MANAGER

Like most Texans, Mike Higgins, once known as Punky, says little and lets his record speak for him. And a fine record it is. Higgins spent 13 years as a third baseman for three American League clubs . . . Philadelphia, Detroit and, on two different occasions, Boston. He made 1,941 hits, appeared in two World Series and had a lifetime batting average of .292. He began managing in 1947, moved up through the ranks and reached Boston in 1955. Higgins has one belief with which all umpires will agree . . . a manager's place is on the bench. Higgins' coaches are Del Baker (32) at first base, Jack Burns (31) at third base, former pitching star Dave Ferris (33) and Paul Schreiber (34).



## PAST PERFORMANCE CHART

TEAM				
year	finished	won	lost	games behind
1957	3	82	72	16
1956	4	84	70	13
1955	4	84	70	12
1954	4	69	85	42
1953	4	84	69	16

## INDIVIDUAL LEADERS

batting		pitching	
1957	Williams .388	Brewer 16-13	
1956	Williams .345	Brewer 19-9	
1955	Williams .356	Sullivan 18-13	
1954	Williams .345	Sullivan 15-12	
1953	Goodman .313	Parnell 21-8	
home runs		runs batted in	
1957	Williams 38	Jensen, Malzone 103	
1956	Williams 24	Jensen 97	
1955	Williams 28	Jensen 115	
1954	Williams 29	Jensen 117	
1953	Gernert 21	Gernert 71	



DON BUDDIN



SAMMY WHITE



DICK GERNERT



PETE RUNNELS

## ANALYSIS OF THIS YEAR'S RED SOX

**STRONG POINTS:** The outfield is solid, one of the best in baseball. As ever, there is Ted Williams in left. He is the greatest hitter since Babe Ruth, and last year was in many ways his finest. Because of him, Boston finished third. Without him, it is hard to say how low they could sink. In right is Jackie Jensen, a strong right-handed batter who loves that short left field wall at Fenway Park. Jensen drives home 100 runs every summer the way other men mow their lawns. Both Williams and Jensen leave the defensive hi-jinks to Jimmy Piersall, who never ceases to amaze young and old alike with his daring catches. New England's happiest surprise package last

summer was Frank Malzone. Playing third base, he fielded in glittering style and hit close to .300, driving home 103 runs. He won a position on the All-Star team and a place in Boston's heart. Two good right-handed pitchers — Tom Brewer and gangling (6 feet 7) Frank Sullivan — provide Higgins with the bedrock for a good staff. They have won a total of 63 games in two years. Willard Nixon, Dave Sisler and Mike Fornieles will also start.

**WEAK SPOTS:** Samuel Charles White and Peter Harvey Daley Jr. are perfectly proper names for a couple of lawyers. But they are not lawyers, they are catchers, and

## THE VOICES

**CURT GOWDY** (38, dispassionate) was an All-Rocky Mountain Conference basketball horse until a back injury ended his career. After a stint with the Army Air Corps during the war, Gowdy began announcing sports in Cheyenne. He moved on to Oklahoma and then, in 1949, reached the majors as assistant to Mel Allen in New York. Two years later he became the Red Sox' head announcer. Gowdy enjoys



CURT GOWDY

great popularity in his listening area, mainly because he rarely fights for descriptive words. Folks like his relaxed delivery, forgive the absence of a New England accent. But there are moments when he tests sophisticated listeners with old bones like "three and two and the big one due." **BOB MURPHY** (33, sprightly) lacks Gowdy's savvy but reports the game simply and has one of the better deliveries in the business. Murphy began broadcasting in his native Oklahoma after serving in Marines. He became Gowdy's replacement in Oklahoma City when the latter moved to New York, then joined the Red Sox in 1954.

## HOME SCHEDULE

APRIL	JULY
NEW YORK 15, 16, 17	WASHINGTON 1 <sup>st</sup> , 2
BALTIMORE 25, 26	BALTIMORE 3, 6, 4
WASHINGTON 25, 26, 27	CHICAGO 10 <sup>th</sup> , 11, 12
KANSAS CITY 28, 30	CLEVELAND 13, 14
	KANSAS CITY 15 <sup>th</sup> , 16, 17
	DETROIT 18 <sup>th</sup> , 19, 20
MAY	AUGUST
KANSAS CITY 3	WASHINGTON 5 <sup>th</sup> , 6, 7
DETROIT 3, 5	NEW YORK 14, 15 <sup>th</sup> , 16, 17
CLEVELAND 4, 5	CHICAGO 18 <sup>th</sup> , 19
CHICAGO 6, 7	CLEVELAND 21 <sup>st</sup> , 22, 23
BALTIMORE 10 <sup>th</sup> , 11, 12	KANSAS CITY 24, 26
NEW YORK 13	DETROIT 28 <sup>th</sup> , 27
	BALTIMORE 29 <sup>th</sup> , 30, 31
JUNE	SEPTEMBER
NEW YORK 3	WASHINGTON 19 <sup>th</sup> , 20, 21
CLEVELAND 3 <sup>rd</sup> , 4, 5	NEW YORK 23 <sup>rd</sup> , 24
CHICAGO 6 <sup>th</sup> , 7, 8, 9	
DETROIT 10 <sup>th</sup> , 11, 12	
KANSAS CITY 13 <sup>th</sup> , 14, 15	

\*Night game



TOM BREWER



FRANK SULLIVAN



DAVE SISLER



WILLARD NIXON

last year neither one hit well enough to pass a bar exam. White drove home 31 runs, Daley 25 and because of it, both will probably give way to 6-foot-4, 210-pound Haywood Sullivan. If nothing else, this man looks like a catcher. The Boston infield, excepting Mahone at third, includes a lot of names, some old, some new, all unimpressive. Don Buddin, who as a rookie in 1955 fielded well, is back again after a year in khaki. Perhaps the Army taught him, in addition to marching and shooting, how to hit. If so, the Red Sox will have a strong left side of the infield. First base belongs to Dick Gernert if he can hit .250. Last year he couldn't. Gernert is a massive man who bats right-handed, always a delightful combination in Fenway Park. From Washington during the winter came Pete Runnels, a sort of second-carbon Billy Goodman in that he plays many positions inadequately and hits his singles left-handed. He may play first or second. Billy Consolo, onetime bonus boy who has been seen in Boston circles since 1953, seems ready, at 23, to make a strong bid for the second-base job. Still hanging around are Billy Klaus and Ted Lepore, and if things get really desperate, they are available. Anybody passing by the Red Sox camp who happens to throw a ball left-handed is likely to be enlisted as a pitcher. The roster lists four lefties: Frank Baumann, for whom Owner Tom Yawkey emptied his wallet and has yet to receive a dividend, Dean Stone, Leo Kiely and Jack Spring. Kiely was 21-6 with San Francisco last year and may help as a reliever.

**ROOKIES AND NEW FACES:** Ken Aspromonte, 25, could solve the Red Sox second-base problem. He is a

good fielder and the only problem is a familiar one: Can he hit in the majors? Last year, he hit .334 on the Coast, which earned him a most valuable player award. Haywood Sullivan has been waiting four years for a chance to catch. This looks like his year, and the big ex-quarterback (for Florida U.) can hardly do worse than his predecessors. He hit .293 last year.

**THE BIG IFs:** When any ballplayer, even Ted Williams, approaches the age of 40, the end may be a year or a day away. If for some reason he should be unable to play . . . but it is better not to think about that. Optimistically, if Buddin, Aspromonte, Gernert and Sullivan can hit, or any two of them for that matter, summer in New England could be pleasant indeed. And if just one of those lefties could blossom, say Frank Baumann, the Sox could soar.

**THE OUTLOOK:** The Red Sox last won a pennant in 1918, came heartbreakingly close in 1948 and 1949 and have been treading water ever since. There is this hope: two years ago Ted Williams hit .345 and the Sox finished fourth. Last year he hit .388, and they finished third. If he happens to hit .474 then perhaps . . . but no, even if he did, this team could not win. There are too many weaknesses: the infield, the catching and the lack of left-handed pitching. It would be folly to imagine much improvement. Once again the Sox will tread water, and this year they may go under.

Everybody's glamour club last spring and a bitter disappointment in the summer, the Tigers don't intend to be either this year. They think

they can win and, who knows, they might—if the Yankees were in another league. At least, they should be closer at the finish this season



AL KALINE



HARVEY KUENN



CHARLEY MAXWELL



FRANK BOLLING

## BASIC ROSTER

no.	player	position	1957 record
1	Billy Martin	SS	.251
2	Frank Bolling	2B	.259
3	Johnny Groth	OF	.278
4	Charley Maxwell	LF	.276
5	Gail Harris	1B	.240
6	Al Kaline	RF	.295
7	Harvey Kuenn	CF	.277
8	Ray Boone	1B	.273
9	Gun Zernial	OF	.256
10	Red Wilson	C	.242
11	Jim Hegan	C	.216
12	Reno Bertoia	3B	.275
14	Lou Skizas	3B-OF	.245
11	Harry Byrd	P	4-3
14	Jim Bunning	P	20-8
17	Frank Lary	P	11-16
18	Tom Morgan	P	9-7
21	Paul Foytack	P	14-11
23	Hank Aguirre	P	minors
44	Billy Hoelt	P	9-11

## THE MANAGER

Jack Tighe (35) is starting his second season as Detroit manager. Learned his craft well in 13 years as minor league manager in Detroit farm system and two seasons as Tiger coach. Never played in majors but spent 10 seasons as good minor league catcher. Bald-headed, and a high-quantity cigar smoker, the personable Tighe, at 44, has kept himself trim enough (5 feet 9, 185 pounds) to catch his batting practice pitchers before games. Tighe manages mostly by the book but at times may play bunches. His aides are Tommy Henrich (31), who will help the batters and coach first base; Billy Hitchcock (34), third-base coach; Willie Hudlin (33) is in charge of pitchers; Don Lund (32).



## PAST PERFORMANCE CHART

TEAM				
year	finished	won	lost	games behind
1957	4	78	76	20
1956	5	82	72	15
1955	5	79	75	17
1954	5	68	86	43
1953	6	60	94	40½

## INDIVIDUAL LEADERS

batting		pitching	
1957	Kaline .295	Bunning 20-8	
1956	Kuenn .332	Lary 21-13	
1955	Kaline .340	Hoelt 16-7	
1954	Kuenn .306	Gromek 18-16	
1953	Kuenn .308	Garver 11-11	
home runs		runs batted in	
1957	Maxwell 24	Kaline 99	
1956	Maxwell 28	Kaline 128	
1955	Kaline 27	Boone 116	
1954	Boone 20	Boone 85	
1953	Nieman 15	Nieman 69	



RAY BOONE



BILLY MARTIN



RENO BERTOIA



JIM HEGAN

## ANALYSIS OF THIS YEAR'S TIGERS

**STRONG POINTS:** The strength of the Tigers lies in a number of proven major leaguers who did their best to disclaim that honor last season. Normally, they should reverse last year's dive in batting averages. In 23-year-old Al Kaline, the Tigers have one of the most accomplished players in baseball: a man who runs well, fields well, throws well, hits well and who does everything a truly great player should do. Last year's slump to .295 (after he had won the American League batting title with .340 in 1955) should sting Kaline to greater efforts. Harvey Kuenn, whose .300-plus batting average had been a routine annual event, fell off that charmed plateau last

year for the first time in six seasons. But one bad season isn't enough to say that he won't hit .300 again. With slugger Ray Boone's knees in good shape, the Tigers can count on him to get the big runs home once again. Second Baseman Frank Bolling is a steady, dependable performer in the field, who seems to be a better hitter than last year's .259 would suggest. Charley Maxwell has proved to be a topflight major league left fielder. Jim Bunning, the 1957 All-Star Game's winning pitcher, is the big man on the pitching staff. Frank Lary and Billy Hoelt were 20-game winners just two seasons ago. These three and 14-game winner Paul Foytack could give the Tigers as

# THE VOICES

**VAN PATRICK** (40, resonant) brings a well-nourished sports background to his TV and radio work. At TCU he played football and starred in baseball, basketball and track. After years of minor league announcing experience, he spent two seasons with the Indians before becoming the voice of the Tigers in 1949. He is considered a competent professional announcer with a generally pleasing commercial air manner.



VAN PATRICK

**NEL OTT** (43, deliberate), for 20 years a great Giant player, began his announcing career doing the *Game of the Day* in 1955. This will be his third season with the Tigers. His vocalizing comes off second best to Patrick's well-modulated style but he is better than Patrick between innings. Despite his long baseball background, Ott rarely reminisces about the "good old days" under John McGraw. Both Patrick and Ott are handicapped because games are done simultaneously on radio and TV. Hence TV viewers say they talk too much and radio listeners reply, not enough.

# HOME SCHEDULE

APRIL	JULY
CLEVELAND CHICAGO	KANSAS CITY NEW YORK WASHINGTON BOSTON
15, 16, 20 21, 22	29, 30 28 <sup>a</sup> , 29 <sup>a</sup> , 30 28, 29 <sup>a</sup> , 30, 31
MAY	AUGUST
KANSAS CITY CLEVELAND BALTIMORE NEW YORK WASHINGTON BOSTON CHICAGO	BALTIMORE CLEVELAND CHICAGO KANSAS CITY
3 <sup>a</sup> , 10, 11 12 <sup>a</sup> , 14, 15 13, 21 22, 23 <sup>a</sup> , 24 25, 25 27 <sup>a</sup> , 28 25, 26, 31 <sup>a</sup>	2 <sup>a</sup> , 2, 3 3 <sup>a</sup> , 4 2 <sup>a</sup> , 8, 10 11, 12 <sup>a</sup>
JUNE	SEPTEMBER
CHICAGO WASHINGTON NEW YORK BALTIMORE BOSTON KANSAS CITY	CHICAGO KANSAS CITY WASHINGTON BALTIMORE BOSTON NEW YORK CLEVELAND
1 17 <sup>a</sup> , 18, 19 20 <sup>a</sup> , 21, 22 23, 24 <sup>a</sup> , 25, 26 27 <sup>a</sup> , 28, 29 30	2 <sup>a</sup> , 4 5, 6, 7 9 <sup>a</sup> , 10, 11 12 <sup>a</sup> , 13 14, 14 16, 17 18, 20, 21

<sup>a</sup>Night game



MILT BOLLING



FRANK LARY



BILLY HOELT



PAUL FOYTACK

strong a starting quartet as any team in the league. With veteran Catcher Jim Hegan to guide them, the first-line pitching could be outstanding.

**WEAK SPOTS:** As Casey Stengel has so admirably demonstrated, you can't win a pennant without the reserves. The Tigers just don't have them. There are a number of pitchers behind the big four, but no one knows whether the second-line pitching can come through. There is quantity in the relief corps but so far no quality. Until they prove themselves, Harvey Kuenn in center field and Billy Martin at short have to be considered weak links in the vital middle of the team's defenses. Beyond the starters in the infield, there are no capable replacements beyond newly arrived Milt Bolling. Fans shudder to think of Gus Zernial and Bill Taylor playing together in the outfield. Catching is in capable but weak-hitting hands.

**ROOKIES AND NEW FACES:** The man they say can make the Tigers is former longtime Yankee and shortstop Athletic, Billy Martin. Tagging along with him in the famous 13-player trade were Outfielder Gus Zernial of the big bat and slow feet; Outfielder Lou Skizas, who wants to play third; reserve Catcher Tim Thompson; and two veteran pitchers, Tom Morgan and Mickey McDermott. Added pinch-hitting strength is provided by ex-Giant Bill Taylor, a slugger. Gail Harris came from the Giants to relieve Boone at first; longtime Indian Jim Hegan gives the catching staff a lift. Hank Aguirre, a left-hander the Indians didn't want, has been impressive this

spring. Another ex-Indian, Milt Bolling (Frank's brother), will relieve in infield. Only rookie with a real chance is Bob Shaw, a big right-hander with lots of stuff.

**THE BIG IFs:** Rarely has a spring training camp created such anguished question marks of its own choice. All-Star Shortstop Harvey Kuenn has been moved to center field and only time will tell whether he will make it. Pennant-winning Second Baseman Billy Martin has taken over shortstop; if the Tigers are going to move, he will have to supply the spark. No one wins without a first-class shortstop. Lack of depth means the Tigers need season-long performances from their starting lineup, including .300 hitting from those who have shown themselves capable of it. Bolling, Lary, Hoelt and Foytack may be on their own as the starting pitching staff. Ray Boone's knees must hold up.

**THE OUTLOOK:** Glaring weaknesses showed up last season when proven .300 hitters didn't perform as expected. There was no one to pinch hit, the defense was shoddy and the pitching staff's big names failed to hold up their end of the team. Tigers feel they have plugged some of the holes by moving Kuenn to center and bringing in Billy Martin. The bench has been filled with long-ball hitters. So far, pitching and infield depth is thin. Billy Martin should help ignite what was a lackluster club. With any sort of a break, considering the talent on this team, Tigers could be rough.

People have just about forgotten that the Baltimore Orioles used to be the St. Louis Browns, so far up the ladder of respectability have the

Orioles climbed. They finished within a half game of the first division last season, and they have hopes of reaching that promised land this year



BILLY GARDNER



BOB BOYD



GUS TRIANDOS



BOB NIEMAN

## BASIC ROSTER

no.	player	position	1957 record
1	Bob Boyd	1B	.318
2	Al Pilarcik	RF	.278
3	Ron Hansen	SS	minors
4	Bob Nieman	LF	.276
5	Brooks Robinson	3B	.239
7	Willie Miranda	SS	.194
8	Foster Castleman	1F	minors
9	Billy Gardner	2B	.262
11	Gus Triandos	C	.254
14	Gene Woodling	OF	.321
22	Joe Ginsberg	C	.274
33	Jim Busby	OF	.238
44	Jim Marshall	1B	minors
18	Billy Loes	P	12-7
20	Hal Brown	P	7-8
26	Jack Harshman	P	8-8
35	George Zuverink	P	10-6
38	Connie Johnson	P	14-11
39	Ken Lehman	P	8-3
41	Billy O'Dell	P	4-10

## THE MANAGER

Paul Richards (12) is a lean, intense man who almost never smiles and who talks only when he feels like it. His attention is wholly concentrated on one aspect or another of baseball, which to him is more than a game or a business. It is life. Richards is a constant teacher. Saddled with weak material, he has had to develop borderline players into bona fide major leaguers. He has been remarkably successful; his teams constantly improve, and although he has never finished higher than third, he is considered one of the finest of all major league managers. His big coaching staff includes Jimmy Adair (45), Harry Brecheen (31), Lesman Harris (26), Eddie Robinson (37) and Al Vincent (30).



## PAST PERFORMANCE CHART

TEAM				
year	finished	won	lost	games behind
1957	5	76	76	21
1956	6	69	85	24
1955	7	57	97	39
1954	7	54	100	52
1953	8	54	100	46½

## INDIVIDUAL LEADERS

	batting		pitching
1957	Boyd .318	Johnson	14-11
1956	Nieman .329	Moore	12-7
1955	Philly .299	Wilson	12-18
1954	Abrams .293	Turley	14-15
1953	Wertz .268	Larson	7-12

	home runs	runs batted in
1957	Triandos 19	Triandos 72
1956	Triandos 21	Triandos 88
1955	Triandos 12	Triandos 63
1954	Stephens 8	Stephens 46
1953	Wertz 19	Wertz 70



GENE WOODLING



BROOKS ROBINSON



AL PILARCIK



WILLIE MIRANDA

## ANALYSIS OF THIS YEAR'S ORIOLES

**STRONG POINTS:** The airtight Oriole defense and the sound, if unspectacular, pitching staff are Paul Richards' long suits. The Orioles scored few runs last year (second lowest total in the league), but they made almost no mistakes on the mound or in the field and that kept opponents' scoring to a minimum (nine runs less than the Orioles over the season). Percentage-wise, the fifth-place Orioles were second in defense and third in pitching. Their style of play was the old-fashioned 1-0, 2-1, close-to-the vest method of the New York Giants of 1933 (who owned a rookie catcher named Paul Richards). This season, now, the Orioles added an honest-to-goodness power hitter,

name of Larry Doby, and watched him perform through Spring training. Then, apparently deciding to stay with the close-to-the-vest system, they dealt him off to Cleveland for a little more pitching (Buddy Dalley), a little more defense (Dick Williams) and Gene Woodling, a high average hitter with good power, but neither as much of a homerun threat as Doby nor even as good a fielder. Lesser known Oriole players who contribute much to the team's success are alert Billy Gardner at second, Cuban Willie Miranda at short, singles hitter Bob Boyd at first, stylish Al Pilarcik and aggressive Bob Nieman in the outfield, huge Gus Triandos and hard-working Joe Ginsberg



## THE VOICES

**ERNE HARWELL** (40, easy going) once dreamed of a big league career while playing alongside Marty Marion for the Northside Terrors American Legion team in Atlanta. Realizing he couldn't make it as a ballplayer, he turned to announcing. After four years in the Marines, he came back to Atlanta to do the Crackers broadcasts. In 1941, the Atlanta owner agreed to let him go to Brooklyn if the Dodgers would send Atlanta a manager. That done, Harwell became a major league announcer. He went to the Dodgers and then to the New York Giants and then in 1954 to Baltimore. Knowledgeable (he owns a large baseball library) and versatile (he writes for magazines), Harwell has a pleasing, slightly southern cad to his voice. He is one of the best of all play-by-play announcers. **HERB GARNER** (33, thorough) began his mike career in his home town of Richmond, Va. From there he moved on to Philadelphia to do the old Athletics and the Phillies before coming to Baltimore to join Harwell last year.



ERNE HARWELL

## HOME SCHEDULE

APRIL		JULY	
WASHINGTON	85, 87*	NEW YORK	3*, 9
NEW YORK	25*, 26, 27, 27	KANSAS CITY	10*, 11*, 12
CHICAGO	25*, 30*	DETROIT	13, 14
		CHICAGO	15*, 16*, 17*
		CLEVELAND	18*, 19*, 20
MAY		AUGUST	
CHICAGO	3*	NEW YORK	2*, 6*
CLEVELAND	2*, 3	BOSTON	13*
DETROIT	4, 4, 5*	WASHINGTON	15*, 16*, 17
KANSAS CITY	6*, 7*	KANSAS CITY	19*, 20*
BOSTON	8*, 10, 11, 11, 20, 20	DETROIT	22*, 23*, 23
WASHINGTON	31*	CHICAGO	24, 25*
		CLEVELAND	26*, 27*
JUNE		SEPTEMBER	
WASHINGTON	1, 2*	BOSTON	1*, 2*, 3*, 7
DETROIT	3*, 4*, 5*	NEW YORK	15*, 20, 21
KANSAS CITY	6*, 7, 8, 8	WASHINGTON	22*, 23*, 24*
CLEVELAND	9*, 10*, 11*, 12*		
CHICAGO	13*, 14, 15		

\*Night game



CONNIE JOHNSON



GEORGE ZVERINK



BILLY LOES



JACK HARSHMAN

behind the plate. The steady starting pitchers (like Connie Johnson and Billy Loes) are backed up by George Zverink, whose good sinker makes him one of the most reliable relief pitchers in the major leagues.

**WEAK SPOTS:** The feeble Oriole offense is the most serious flaw in this otherwise nicely balanced team. Woodling's bat will help, but the Orioles are not likely to crush anybody to death with runs. There is a slightly shaky situation on the left side of the infield, where Brooks Robinson, who is still really in the rookie stage, will be entrusted with third base and where 19-year-old Ron Hansen may share the shortstop with Willie Miranda, whose batting percentage is unbelievably minuscule. Boyd, the regular first baseman, hit .318, fourth highest average in the league, but he batted in only 34 runs. Too, he has a very edgy arm that had him on the disabled list in 1956 and which handicaps him in the field.

**ROOKIES AND NEW FACES:** Woodling was with the Orioles for a while a few years ago. Though not tall, he is a square shouldered rock of a man with great strength and a 1957 batting average (.321) that was bettered in the American League only by Ted Williams and Mickey Mantle. Dick Williams is a versatile spark plug, and Duley a good relief pitcher. Harshman, a left-handed speedballer, has an ailing back, but he appeared healthy enough in spring training to be a regular starter. Rookie Ronnie Hansen, only 19, is a tall, rangy shortstop of the Marty Marion class. He really needs a little more season-

ing in the minors, but he is such a smart-looking ballplayer he might just edge Little Willie Miranda to the bench. Jim Marshall, a 30-homer-a-year man on the Pacific Coast, is up for another try at the big leagues. He's a first-rate fielding first baseman as well as a big hitter. Infielder Foster Castleman, purchased from the Giants, has limited range in the field but hits a ball well.

**THE BIG IF'S:** The Orioles are an odd team. With one exception, they possess no real question marks, no erratic players who might flash sudden brilliance or else fall completely apart. Just about every position is adequately, though not brilliantly, protected. The exception is third base, where the highly promising Brooks Robinson has replaced the retired George Kell. Robinson is cast in the mold of the great player, but he is as yet very much an unknown quantity. If he fails, it will hurt.

**THE OUTLOOK:** The Orioles are stronger because of acquisition of Woodling, but weaker because of the retirement of the classy, dependable George Kell. The pitching, despite the departure of Ray Moore and the arrival of Harshman, appears to be of about the same quality. The infield loses hitting, with Kell and Billy Goodman gone, but defensively it remains fully as sound. Because Richards sees to it that his players are improved each year, the Orioles should be a better team this season, but stiffer competition in the league should leave their won-and-lost record about the same.

Last season was disastrous for the Indians. Herb Score was hit in the eye, Bob Lemon hurt his arm, the pitching fell apart, and after 10 years in

the first division they collapsed into sixth place. Now, with a new manager and a new general manager, the Indians start the long road back



VIC WERTZ



LARRY DOBY



ROCKY COLAVITO



MINNIE MINOSO

## BASIC ROSTER

no.	player	position	1957 record
1	Bobby Avila	IF	.268
4	J. W. Porter	C	.250
8	Rocky Colavito	OF	.252
7	Fred Hatfield	IF	.202
2	Mickey Vernon	1B	.241
9	Minnie Minoso	OF	.218
14	Larry Doby	OF	.238
15	Russ Nixon	C	.281
16	Billy Moran	2B	minors
17	Chico Carrasquel	SS	.276
18	Hal Naragot	C	.256
23	Vic Wertz	1B	.282
22	Roger Maris	OF	.235
34	Billy Harrell	IF	minors
12	Don Mossi	P	11-10
20	Ray Narleski	P	11-5
31	Bob Lemon	P	6-11
32	Cal McLish	P	9-7
25	Mike Garcia	P	12-6
27	Herb Score	P	2-1

## THE MANAGER

Bobby Bragan (21) is short, chunky, dark-haired, dark-eyed, swarthy, surprisingly soft-spoken for a man with his reputation as a stirrer up of hornets' nests. An ordinary player in his major league days, Bobby proved an exceptionally gifted manager in the high minor leagues. But he lost his first major league job last year when Pittsburgh fired him in midseason. He looks upon the Cleveland post as a second and possibly crucial test of his ability as a big league team leader. He's a theorist and a planner off the field, a sharp tactician on it. He had an eight-man faculty in spring training, but his regular-season coaches are: Red Kress (42), Mel Harder (43) and Eddie Stanky (44).



## PAST PERFORMANCE CHART

TEAM				
year	finished	won	lost	games behind
1957	6	76	77	21½
1956	2	86	66	9
1955	2	93	61	3
1954	1	111	43	
1953	2	92	62	8½

## INDIVIDUAL LEADERS

batting		pitching	
1957	Woodling .321	Narleski 11-5	
1956	Smith .274	Score, Wynn 26-9	
1955	Smith .306	Lemon 18-11	
1954	Avila .341	Lemon 23-7	
1953	Rosen .336	Lemon 21-15	
home runs		runs batted in	
1957	Wertz 28	Wertz 105	
1956	Wertz 32	Wertz 106	
1955	Doby 26	Rosen 81	
1954	Doby 32	Doby 126	
1953	Rosen 43	Rosen 145	



ROGER MARIS



CHICO CARRASQUEL



BOBBY AVILA



RUSS NIXON

## ANALYSIS OF THIS YEAR'S INDIANS

**STRONG POINTS:** Herb Score appears to have recovered completely from the terrible eye injury he suffered last May when he was hit by a batted ball. This is great news for the Indians, because the team that was once rich, rich, rich in pitching has gone full circle and is desperate for a completely dependable starter. Score is that solid man, the star of the team. The Indians still hold title to Ray Narleski and Don Mossi, who started 37 games between them last year, but who were more effective and more valuable when they were the best one-two relief pitching team in the majors. With the speed and slashing bat of ex-White Soxer Minnie Minoso added

to the long-distance bats of Larry Doby and Rocky Colavito (and Vic Wertz, if he doesn't use up too much of the season recovering from his broken ankle), the Indians have a fairly good run-producing batting order.

**WEAK SPOTS:** The Indians need dependable starting pitchers to support Score and release Mossi and Narleski for bullpen work. But none of the starters behind Score (Lemon, Garcia, McLish and the rookies) can be considered safe and dependable at the moment. There is still a bad fielding situation on this team. Young Billy Moran

## THE VOICES

**JIMMY DUDLEY** (45, drawing) worked as a lifeguard one summer when he was 20 and as a gag shaved all the hair off his head. It never grew back. Short and trim, he wears sporty clothes, flies his own plane and owns a small radio station. A chemical engineer for DuPont before breaking into radio in home-town Charlottesville, Va., he has been with Cleveland since 1948, is noted for his Virginia drawl and homely clichés. **BOB NEAL** (37, pleasant) shares radio broadcasts with Dudley. A Columbia journalism major, Neal also studied music with the hope of becoming a musical comedy star, but after the war he became involved in radio in Michigan, started covering the Indians soon thereafter. He spent a couple of seasons doing nationwide broadcasts of the Game of the Day. **KEN COLEMAN** (32, thorough) handles telecasts. A New England native, he came to Cleveland in 1962 to cover the football Browns, and he has been enlivening Indian telecasts with authority and dry humor since 1964.



JIMMY DUDLEY

## HOME SCHEDULE

APRIL		JULY	
KANSAS CITY	15, 16, 17	DETROIT	4, 4
CHICAGO	23, 24	KANSAS CITY	5 <sup>a</sup> , 6
DETROIT	25 <sup>a</sup> , 26, 27, 27	WASHINGTON	22 <sup>a</sup> , 23 <sup>a</sup> , 24
		NEW YORK	25 <sup>a</sup> , 26, 27, 27
		BALTIMORE	29 <sup>a</sup> , 30 <sup>a</sup> , 31
MAY		AUGUST	
CHICAGO	16 <sup>a</sup> , 17, 18, 18	BOSTON	1 <sup>a</sup> , 2, 3, 3
BOSTON	20 <sup>a</sup> , 21	KANSAS CITY	8 <sup>a</sup> , 9, 10, 10
WASHINGTON	22 <sup>a</sup> , 23 <sup>a</sup> , 24	CHICAGO	11 <sup>a</sup> , 12
NEW YORK	25, 25	DETROIT	10 <sup>a</sup> , 14
BALTIMORE	27 <sup>a</sup> , 28		
JUNE		SEPTEMBER	
NEW YORK	17 <sup>a</sup> , 18 <sup>a</sup> , 19	KANSAS CITY	5 <sup>a</sup> , 4
WASHINGTON	20 <sup>a</sup> , 21, 22, 22	CHICAGO	5 <sup>a</sup> , 6 <sup>a</sup> , 7
BOSTON	24 <sup>a</sup> , 24 <sup>a</sup> , 26	NEW YORK	9 <sup>a</sup> , 10 <sup>a</sup>
BALTIMORE	27 <sup>a</sup> , 28, 28, 29	BOSTON	12 <sup>a</sup> , 13
		BALTIMORE	14, 14
		WASHINGTON	16 <sup>a</sup>
		DETROIT	26 <sup>a</sup> , 27, 28

\*Night game



HERB SCORE



BOB LEMON



RAY HARRELSON



DON MOSSI

is being given a good chance to make it at second base, but he's a green rookie and, therefore, a long shot. Carrasquel looked better this spring than he has in some years, but he is a shortstop on the downgrade. Avila never was a topflight fielder at second, and he hasn't shown too well at third. Hatfield and Harrell, the other leading infield candidates, have not impressed as thoroughly solid ballplayers. The likely starting outfield of Minoza, Doby and either Maris or Colavito has good hitting but only fair fielding. Minoza is erratic, Colavito slow and Maris really untested. Uncertain defense could aggravate the shaky pitching situation.

**ROOKIES AND NEW FACES:** Most important new faces are Doby, who returns to solve the center field problem that was created when he was traded away two seasons ago, and the redoubtable Minoza, the most exciting player (excepting pitchers) that Cleveland has had since Lou Boudreau. One of the oldest new faces in baseball belongs to 40-year-old Mickey Vernon, who is a heaven-sent replacement for Vic Wertz at first base. Then there's infielder Fred Hatfield from Chicago and Catcher J. W. Porter from Detroit. Of the rookies and young players of scant major league experience, Second Baseman Billy Moran is the most interesting. He came into camp weighted down with a dismal .211 Pacific Coast League batting average, but he jumped into the infield and played with a fire, spark and skill that made the Cleveland brass sit up and take notice. No one on the Indians wants to jinx Moran by coming out flatly and saying, "He's the second baseman we've been waiting for," but

his spring training performance certainly indicates that he is. Outfielder Gary Genger, Cleveland's draft choice, runs well, fields beautifully, throws hard and swings a bat with grace and power. He also pitches and so may prove quite useful. Infielder Billy Harrell may stick this year, but Outfielder Carroll Hardy looks as though he'd be better off with one more year of minor league ball. Of the young pitchers, Jim (Mudcat) Grant and Hal Woodeshick were impressive in training.

**THE BIG IF'S:** Indian eyes are focused on two players. One is Bob Lemon, who averaged 20 victories a year for nine straight years before his elbow went bad last season. The other is Billy Moran, the rookie second baseman. The Indians need starting pitchers behind Score. The Indians need a sound, skillful second baseman. The Indians need Lemon and Moran.

**THE OUTLOOK:** Through the Indians were 10th last season, they were only a game under an even .500 percentage for the season and only a game and a half behind the fourth-place Tigers. With a healthy Herb Score it is reasonable to expect the Indians to improve enough to recapture first-division status. But with the infield in a state of flux and a shaky pitching staff and big slugger Wertz out for possibly half the season, it is not a good bet to pick the Indians to go much higher than fourth. But be warned: if Moran blossoms and Lemon comes back, the Indians will prove surprisingly good.

Once Lou Boudreau left the scene last season and Harry Craft succeeded him, Kansas City started to play more spirited ball. But the final result was

about the same since there isn't that much difference between last and seventh places. By now, Cowtown fans must be resigned to what they have



VIC POWER



WOODY HELD



AL DEMAESTRI



HECTOR LOPEZ

## BASIC ROSTER

no.	player	position	1957 record
1	Billy Hunter	1F	.191
2	Joe DeMaestri	SS	.245
3	Woody Held	CF	.239
7	Vic Power	1B	.219
9	Hal Smith	C	.303
10	Hector Lopez	3B	.292
11	Mike Raxes	2B	minors
17	Harry Chini	C	minors
18	Bill Tuttle	RF	.251
32	Bob Martyn	OF	.267
33	Bob Cerv	LF	.272
36	Frank House	C	.259

20	Alex Kellner	P	6-5
21	Jack Urban	P	7-4
23	Virgil Trucks	P	9-7
25	Arnold Portocarrero	P	4-9
26	Ralph Terry	P	5-12
31	Ned Garver	P	6-13
34	Duke Maas	P	10-14
37	Tom Gorman	P	5-9

## THE MANAGER

Harry Craft (41) inherited the dismal eighth-place Athletics from Lou Boudreau late last season. Through some kind of magic, he got them to win 23 out of their last 50 games to sneak into seventh. This will be his first full season as manager. Craft spent his major league playing career as an outfielder with Cincinnati (1937-42). He had five seasons of minor league ball at Kansas City before becoming a manager in the Yankee chain. Ironically, his last two years as a minor league manager were again spent at Kansas City (1953-54). Craft, at 43, is a hard worker who demands hustle from his team. His coaches are Bob Swift (42), Spud Chandler (40) and Don Heffner (39).



## PAST PERFORMANCE CHART

TEAM				
year	finished	won	lost	games behind
1957	7	59	94	38½
1956	8	52	102	45
1955	6	63	91	33
1954	8	51	103	60
1953	7	59	95	41½

## INDIVIDUAL LEADERS

batting		pitching	
1957	Lopes .394	Morgan, Trucks	9-7
1956	Power .369	Ditmar	12-22
1955	Power .319	Kellner	11-5
1954	Finigan .302	Port'ro	9-15
1953	Philly .303	Kellner	11-12

home runs		runs batted in	
1957	Zernial 27	Zernial	69
1956	Simpson 21	Simpson	105
1955	Zernial 30	Zernial	84
1954	Wilson 17	Zernial	62
1953	Zernial 42	Zernial	108



BOB CERV



BILL TUTTLE



HAL SMITH



MIKE RAXES

## ANALYSIS OF THIS YEAR'S ATHLETICS

**STRONG POINTS:** For what it's worth, and that was seventh place last year, the Athletics refused to sit tight with the same old hands. Last season their trades with the Yankees, both before and during the season, were the biggest in the majors. This year it is the Tigers' turn to help out. And it is these players, ex-Yankees and ex-Tigers, who will give Kansas City some semblance of a major league team. The Yankees, of all people, let a good one get away last summer in 26-year-old Woody Held. He can run, throw extremely well and cover center field as well as anyone else in the league. Despite an anemic .239 batting average, he hit 20 home runs and knocked in 50

runs in only 93 games. His averages should go up now that he's gotten the feel of the major leagues. When Bill Tuttle came over from Detroit this winter, the A's at last got an arm and some legs to help Held in the outfield. The two, side by side, provide considerable added defense for the long-suffering pitchers. Full season performances by ex-Yankees Ralph Terry and Jack Urban and ex-Tiger Duke Maas should give some polish to a lackluster pitching staff. Hal Smith was the only .300-hitting catcher in the league last year, and old Kansas City dependables, Vic Power at first, Joe DeMaestri at short and Hector Lopez at third, give the A's seasoned performers in the infield.

## THE VOICES

**MERLE HARMON** (32, unburied) stepped into broadcasting from college campus. He majored in radio at the University of Denver and broadcast football and basketball for the university station. A native of Illinois by birth, he has done all his major radio work in Kansas City after a tour of duty in Topeka. He took over the broadcasting duties for the Athletics when they moved to Kansas City in 1955, and fans like his low-pressure style. **ED EDWARDS** (34, crisp) was a Rochester (N.Y.) high school sprinter and better-than-average semipro baseball player before attending first Rochester University and then Cornell. He went into radio work after Navy service during World War II. Reached the big time in 1954 with the Cleveland Indians. New to Kansas City last year, Edwards feels compelled to explain and excuse the Athletics' considerable shortcomings a little too often over the air. Since Kansas City is the only team not to televise in the American League, Harmon and Edwards share radio time.



MERLE HARMON

## HOME SCHEDULE

<b>APRIL</b> CHICAGO 16, 19, 20 CLEVELAND 23, 24 DETROIT 23, 24	<b>JULY</b> WASHINGTON 23, 25, 24 BALTIMORE 23, 26, 27 NEW YORK 28, 29, 30, 31*
<b>MAY</b> CHICAGO 13, 14, 15 DETROIT 16, 17, 18 WASHINGTON 20, 21 BOSTON 22, 23, 24 BALTIMORE 25, 26 NEW YORK 27, 28 CLEVELAND 30, 31*	<b>AUGUST</b> WASHINGTON 1, 2, 3 CHICAGO 5, 6* DETROIT 10, 11, 12 CLEVELAND 15, 16, 17 BALTIMORE 18, 19, 20
<b>JUNE</b> CLEVELAND 1 BALTIMORE 17, 18, 19 INDIANAPOLIS 20, 21, 22 WASHINGTON 23, 24, 25, 26* NEW YORK 27, 28, 29	<b>SEPTEMBER</b> DETROIT 1, 2, 3 BALTIMORE 5, 6, 7 WASHINGTON 10, 11 CHICAGO 12, 13 NEW YORK 14, 15 BOSTON 16, 17 INDIANAPOLIS 19, 20, 21 CLEVELAND 23, 24*

\*Wild game



VIRGIL TRUCKS



JACK URBAN



RALPH FERRIS



DUKE MAAS

**WEAK SPOTS:** Last year the Athletics hit the most home runs in the American League, but their pitchers nullified all that by giving up the most homers. Yet the A's had the fewest hits, runs and RBIs in the league. No one was getting on base before the homers. There's no guarantee there will be much of anybody on base this year either, and there certainly will be fewer homers. Kansas City got rid of some of their low-batting-average power hitters to add speed and better defense to a team that was probably the slowest in baseball last year. Athletic pitchers set a new major league record by pitching the fewest complete games in one season (26). It remains to be seen if they will be any better this year even with improved defense behind them.

**ROOKIES AND NEW FACES:** Every year it seems as if there are more old faces in new uniforms than the year before. But it is these castoffs from other teams who keep Kansas City's franchise going. The team gained considerable beef, if not talent, in the catching department when Harry Chitt (220 pounds) was drafted from the Yankee chain and Frank House (190 pounds) was obtained from Detroit. Both were promising young catchers once upon a time, but that was long ago, and now they are in Kansas City. Best new pitcher is Duke Maas, who had a spectacular first half season with the Tigers in 1957. He slumped off the rest of the year but still had a better earned run average (3.29) than any other starting pitcher on the Kansas City roster. He will be a regular starter. The most refreshing of the very new faces is Mike Baxen, who played 73 games with the A's in 1956 and hit a puny .226. But a

big year at Buffalo (International League All-Star shortstop with a .303 batting average) gave him his chance with Kansas City. He clinched the second base job in spring training.

**THE BIG IF'S:** The Athletics got rid of some of their leadfooted home run hitters when they discovered it takes more than homers to win ball games. They are depending on Woody Held to develop into the hitter everyone thinks he will be, and on Bill Tuttle to put his mind to it and play like he did in 1955 (when he hit .279). These two, along with either Bob Cerv or Bob Martyn in left field, could give Kansas City the best defensive outfield in its short major league history. It's certainly been needed; ask the long-suffering Athletics pitchers. To offset the loss of last year's power hitters, Vic Power has to hit like he did in 1956 (.308) and not like 1957 (.259).

**THE OUTLOOK:** The Athletics finished seventh in 1957 only because the Senators were in the same league. Despite, or maybe because, of the ex-Yankees on the roster, the team looked dispirited and listless most of the year. Defense was terrible, pitching bad and hitting practically nonexistent. Once again, Kansas City has gone to the player market for additional help and some of the damage has been repaired. It may be enough to keep them ahead of Washington, but it will take more than ex-Yankees and ex-Tigers to move the Athletics any higher. The rest of the league is just too far ahead.

Summers are generally long in Washington. This year should prove no exception as far as the Senators are concerned. Charley Dressen tired of the team last

year, and now it's up to Cookie Lavagetto to inspire it for another long summer. But inspiration is a weak substitute for talented young baseball players



ROY SIEVERS



JIM LEMON



EDDIE YOST



ROCKY BRIDGES

## BASIC ROSTER

no.	player	position	1957 record
1	Eddie Yost	3B	.251
2	Roy Sievers	1.F.	.301
3	Harmon Killebrew	IF-OF minors	
4	Norm Zausch	1B	.264
5	Albie Pearson	CF	minors
7	Bobby Malkmus	2B	minors
8	Ed Fitzgerald	C	.272
9	Lou Berberet	C	.261
10	Steve Korchek	C	service
14	Clint Courtney	C	.267
23	Jim Lemon	RF	.285
26	Herb Pless	2B	.271
31	Rocky Bridges	SS	.228

11	Bud Byerly	P	6-6
18	Russ Kemmerer	P	7-11
17	Camilo Pascual	P	8-17
15	Chuck Stobbs	P	8-20
24	Hai Griggs	P	minors
27	Ralph Lamenti	P	0-1
28	Pedro Ramos	P	12-16

## THE MANAGER

Cookie Lavagetto (51) is starting his first full season as Senator manager. Replaced Charley Dressen in May 1957 for his first crack at major league managing after two seasons as Washington coach. The soft-spoken Lavagetto started his playing career with Pittsburgh Pirates in 1934 but spent the best part of his 10-year career with the Brooklyn Dodgers. He was recently honored as the Dodgers' alltime third baseman. Will always be known for his pitch-bat double in ninth inning of fourth game in 1947 World Series which broke up Yankee no-hitter and won game for Dodgers. His coaches are Billy Jurges (54), Ellis Clary (53), Boom Boom Beck (55) and Nick Altrock.



## PART PERFORMANCE CHART

## TEAM

year	finished	won	lost	games behind
1957	8	55	99	43
1956	7	69	90	38
1955	8	63	101	43
1954	6	66	88	45
1953	5	76	76	23½

## INDIVIDUAL LEADERS

	bating	pitching
1957	Sievers .301	Ramos 12-18
1956	Runnels .310	Stobbs 15-15
1955	Vernon .301	McD't 10-10
1954	Bushy .298	Schmidt 11-8
1953	Vernon .337	Fort'd 22-10

	home runs	runs batted in
1957	Sievers 42	Sievers 114
1956	Sievers 29	Lemon 96
1955	Sievers 25	Sievers 106
1954	Sievers 24	Sievers 102
1953	Vernon 15	Vernon 115



CLINT COURTNEY



LOU BERBERET



HERB PLESS



ALBIE PEARSON

## ANALYSIS OF THIS YEAR'S SENATORS

**STRONG POINTS:** The Senators have Roy Sievers, the American League's home-run and runs-batted-in champion, which takes care of left field; and that's almost it. However, strange as it might seem, Washington has real depth—in catching. Clint Courtney, Lou Berberet and Ed Fitzgerald are all good major league catchers who give Lavagetto his only real chance to maneuver. Right Fielder Jim Lemon showed in 1956 that he was the power hitter to complement Sievers. He slumped last year, but he still must be considered a relatively strong point on this weak-hitting club. Rocky Bridges, for years the best second-string shortstop in the National League, came to

the Senators in midseason last year and showed Washington how that position should be played. Now, if he could only hit. At third base, as usual, is that Washington institution, Eddie Yost—a good, steady, dependable ball-player known mainly for his ability to draw walks. The best thing the team has going for it pitcher-wise is Bud Byerly, who in two straight seasons has been the team's most effective relief man and one of the league's best.

**WEAK SPOTS:** They boil down to two fairly fundamental inadequacies—lack of hitting and lack of pitching.

## THE VOICES

**BOB WOLFF** (37, general) was high-school baseball star (.583 batting average) who went to Duke just so he could work under Coach Jack Coombs. When Coombs told him he could get to majors quicker as an announcer ("I couldn't hit the long ball") Wolff quit baseball play for play by play. Now in 12th season with Senators, he is considered one of better announcers. Wolff lets the action on the field speak for itself and sticks to an approach that complements the game. A hard worker with thorough knowledge of baseball, he spends a lot of time with the players digging up extra color. Some fans fault him for valiant attempt to make dull games sound more exciting than they actually are. **CHUCK THOMPSON** (36, quick) started his career as band singer. Switched to sports announcing when local radio station in Reading, Pa. decided he couldn't make it singing. Had own disk jockey show in Baltimore as well as Oriole and Colt broadcasts before joining Wolff in 1956. His rapid-fire delivery can be distracting on TV.



BOB WOLFF

## HOME SCHEDULE

APRIL		JULY	
BOSTON	14, 15, 20	NEW YORK	7, 8, 9
BALTIMORE	23*, 24	BALTIMORE	10*, 11*, 12
NEW YORK	25*, 26	DETROIT	13, 14, 15
CLEVELAND	28*, 29*	KANSAS CITY	16*, 17*, 18*
		CLEVELAND	19*, 20, 21
MAY		AUGUST	
CLEVELAND	3*	BALTIMORE	22*, 23, 24
CHICAGO	2*, 3	BOSTON	25*, 26*
KANSAS CITY	4, 5, 6	DETROIT	27*, 28*
DETROIT	6*, 7*, 8	KANSAS CITY	29*, 30*, 31
BOSTON	12*, 13*, 14*	CLEVELAND	24, 25*
NEW YORK	16*, 17, 18	CHICAGO	26*, 27
		NEW YORK	28*, 29, 31
JUNE		SEPTEMBER	
KANSAS CITY	6*, 6*, 5*	BALTIMORE	1, 2*, 3*
DETROIT	6*, 7, 8	BOSTON	24*, 25, 26
CHICAGO	9*, 10*, 11*, 12*		
CLEVELAND	13*, 14, 15		

\*Night game



CHUCK STOBBS



PEDRO RAMOS



CAMILO PASCUAL



BUD MYERLY

The pitching staff's earned run average was 4.85, worst in both leagues. Not one starting pitcher gave up fewer than four earned runs a game, and the whole staff could only put together 31 complete games. The four regular starters—Stobbs, Pascual, Ramos, and Kemmerer—lost nearly twice as many games as they won, with Stobbs the worst offender at 8 and 20. Sad to say, virtually the same pitchers will be back this season. Despite Roy Sievers, the Senators tied for last as the worst-hitting team in the major leagues (.244). Because of him they weren't last in runs, hits and total bases. They were seventh. And it will be up to many of the same old hands to supply the team's batting power this year.

**ROOKIES AND NEW FACES:** It is to the new faces that the Senators must turn if there is to be any relief from dismal contemplation of eighth place. Brightest of the rookies and perhaps the most refreshing in all of Florida this past spring has been a little guy named Albie Pearson. He came from the Red Sox chain last winter and could be the answer to a lot of things. Despite his size (5 feet 5 inches, give or take an inch), he looks as if he knows how to hit. There are no doubts that he will be able to play center field and play it well. Big Norm Zauchin (6 feet 5 inches, 220 pounds) also came over from Boston and will be the team's new first baseman. In 1955 he hit 27 home runs and had 97 RBIs. Since then he hasn't done much, but a fractional repeat of that performance this year would be important to the Senators. A big, left-handed bonus baby, Ralph Lumetti, pitched his way into the starting rotation this spring and could give a lift to the

staff. Rookie Steve Koricheck came out of military service and is trying hard to make the Senators forget about the other catchers. Bobby Malkmus, drafted from the Braves' farm system, hasn't displaced Herb Flews at second, but will be a valuable utility man.

**THE BIG IF'S:** Considering the paucity of talent on this club, it still wouldn't make too much difference if all reasonable doubts were favorably resolved. But the pitching staff could certainly benefit by a return to form by Chuck Stobbs or by proof from Ralph Lumetti that he was worth his bonus. If Albie Pearson makes it in center field and Herb Flews is helped by playing alongside Bridges in the infield, the defense will certainly be stiffened. If Eddie Yost can play all season long at third and Norm Zauchin can hit the long ball once again, the Senators would be a less dispiriting bunch than usual.

**THE OUTLOOK:** Year in and year out, the Senators go through the motions. Each spring hopes are raised that this will be the year they get off the American League floor. But until enough money is put into the organization so the Senators can compete in the open market for players, these dreams will never be very realistic. It would be nice to say that the team is loaded with talented young ballplayers who can run and throw and hit. That isn't the case. The best the Senators can do is trade positions with the seventh-place Athletics. And that would be a considerable achievement.



## A Handful of Baseball

**Three baseball-loving artists put their palettes together and whipped up a brand-new baseball game. It's fun and as easy to play as choosing sides**

**B**ASEBALL FANS are supposed to be truck drivers or Talulah Bankhead, but artists, too, follow the grand old game. It is not surprising, then, that three artists—Jerome Kuhl, Jerome Snyder and Brendan Mulvey—conceived, produced and nurtured the diverting pastime fancifully portrayed above and graphically represented on the opposite page.

It is baseball, played by two men (or two ladies; or any convenient mixture of the two sexes, such as one lady and one man) and 10 fingers. It parallels real baseball, but not too closely, since it is impossible to reproduce every delicate nuance of that delightfully complicated sport. The artists are content with a stylized version: similar enough to baseball to rouse the emotional excitement attendant on the game, yet sufficiently different to keep it fast and simple, a few minutes of rousing fun.

The game is based more on mathematical than baseball probability, though a baseball structure is followed.

Teams (individuals, that is) take turns at bat. Pitcher and batter glare at one another, then simultaneously toss fingers: from one to five each. Totals, from two to 10, mean things (see opposite page). Even-number totals (2, 4, 6, 8, 10) help the batter. Odd-number totals (3, 5, 7, 9) help the pitcher. High totals are big gambles: 6, 8 and 10 are double, triple and home run, but 7 and 9, neatly sandwiched among the big hits, are double play and triple play. Low totals, on the other hand, are conservative, a change-of-pace device to throw your opponent off stride. Ball (2) and strike (3) are delaying tactics, used to set up your opponent (you hope) for the next move. Because scoring tends to be high, so far as baseball standards are concerned, games are limited to three innings.

Play a few innings. You'll be surprised at the excitement generated in the brief moment before the pitch as you debate whether to throw four fingers or five.

Ground rules are on the opposite page.



BATTER

PITCHER



**2** *Ball*



**4** *Single*



**6** *Double*



**8** *Triple*



**10** *Home Run*

BATTER

PITCHER



**3** *Strike*



**5** *Out*



**7** *Double Play*



**9** *Triple Play*

**Ground Rules:** Each player must always throw at least one finger. Runners on base advance bases equal to the hit (one on a single, two on a double, etc.). Runners cannot advance on double play; batter is out, plus runner on nearest base (count first as nearest, then second, then third). Double play with bases empty: one out. Triple play with bases empty: two out. Triple play with one man on: three out. Game: three innings with three outs an inning.



**WRIGLEY OUT WEST** wears a locally popular ornamented string necklace and a bleak expression as he watches the hapless Cubs play an exhibition game at Mesa, Arizona.

## A SHY

**Chicago's seldom-interviewed boss, Phil Wrigley, wants everybody to have a good time at Cubs Park. And everybody does—except the Cubs and Wrigley himself**

by **ROBERT BOYLE**

**P**HILIP KNIGHT WRIGLEY, the owner of the Chicago Cubs and the head of the Wrigley chewing gum company, is an extremely shy man. Although he has served as a club president longer than anyone now in the National League, he has received less publicity than the rankiest newcomer. As far as Phil Wrigley is concerned, that's fine. He boasts that he was the first competing owner to get through a World Series unphotographed, and he later reaffirmed his passion for virtual anonymity by declining to pose for a color portrait for *FORTUNE*. He never has been on radio or television, and he has given only two public speeches in his life, both of which plunged him into cold sweat. Two years ago the *Chicago Tribune*, which proclaims itself to be "The World's Greatest Newspaper" and does business right across Michigan Avenue from Wrigley, was so slap-happy about an interview with Wrigley that the editors unblushingly put a special copyright on their coup. And well they might have, for at times Wrigley's desire for privacy becomes so overwhelming that he bemoans his own name.

The man whose name and product have passed every American's lips at one time or another since the turn of the century hates to be called P.K., insisting that the famous brand of gum was named not for him but for the capital letters in the slogan, "Packed tight, Kept right." The very

# MAN AT A PICNIC

name Wrigley makes him writhe. "He hates to carry a product name around," says a business associate. "He's not an identity. He's a gum." When Wrigley bought the Wilmington Transportation Company, he changed the name to Catalina Island Steamship Lines. He felt that people would think the block W on the steamers that plied between the California mainland and the luxurious weekend spot stood for Wrigley.

"My ambition is to go live in a cave somewhere with no telephone and roll a big rock over the door," Philip Wrigley, now 63 years old and the best-known unknown man in the realms of sports and business, morosely told *SPORTS ILLUSTRATED*. His ambition becomes somewhat more understandable when one realizes that the Cubs have finished deep in the second division of the National League for the last 11 straight years.

In many ways Wrigley is the exact opposite of his father, the late William Wrigley Jr. Known as one of the greatest hucksters of his time, William Wrigley Jr. was a complete extrovert who would smile for a photographer two blocks away. He got into the chewing gum business by a roundabout route. A soap salesman in unwashed Chicago, he gave away baking powder as a come-on. When the call for baking powder exceeded the demand for soap, he switched to selling baking powder and offered boxes of gum as the come-on. When the clamor for gum outstripped the market for baking powder, he jumped into the gum business and made a fortune.

Philip Knight Wrigley (call him Phil, not P.K.) was born in Chicago on December 5, 1894. Almost from birth he was raised to assume responsibility. When he was 5, he listened to his father expound on sellag and people. "Phil worshipped his father," says a friend. "He has always attempted to live up to him." As a boy he was shy and withdrawn. He went

away to Andover to prepare for Yale, but he did poorly even though his father hired a tutor. He left Andover in 1914, a year before graduation. An avid craps shooter at school, he says that he learned one thing: "When the dice are against you, there's nothing you can do about it. I suppose in many ways it's like baseball. Sometimes you can't do anything wrong, and sometimes you can't do anything right."

Determined to prove himself, he asked his father to send him to Australia to set up a new plant. "I guess it was a success," he says. "It's still running." Upon his return home he enrolled at the University of Chicago just to take a course in chemistry. Nevertheless, he says he was listed for years as a graduate, and he is now of the belief that Robert Hutchins removed his name from this august list after he refused to give money for a dormitory. (Hutchins says: "I don't recall having any financial discussions with Mr. Wrigley. However, if he thinks I could have removed his name from the list of graduates, he has a highly exaggerated impression of my power.")

**D**URING World War I, Wrigley served in the Navy. He rose from the ranks (he was a machinist's mate) and became a lieutenant (jg) and superintendent of the school of aviation mechanics at Great Lakes Naval Training Station. While in the Navy he married Helen Blanche Atwater of Garden City on Long Island. They have three children, of whom William, the youngest and only son, is the heir presumptive to the Cubs if not the chewing gum empire. Bill, 25, is currently helping to write a brochure to attract youngsters to baseball.

The Wrigley family interest in the Cubs goes back to 1916 when William Wrigley Jr. first bought stock in the club. Phil Wrigley began buying stock on his own in 1926—a fact not

often recognized by sportswriters who accuse him of lacking interest—and in 1929 joined the board of directors. He acquired his father's shares upon his death in 1932, but he didn't assume the presidency until two years later. "I finally decided I'd be president of the Cubs because I got all the blame anyway," he says.

From the first, Wrigley's ideas about baseball have been radical. He aggressively promoted Ladies' Day and children's tickets despite cries of anguish from his fellow owners. He followed his father's lead in broadcasting—during the '20s the Cubs had as many as five stations carrying the games at one time—reasoning that coverage would create fans, particularly among women. In 1938 he hired Professor Coleman Roberts Griffith, director of the Bureau of Institutional Research at the University of Illinois, to test the physical characteristics and reflexes of the Cubs. "It was a coincidence that he was the head of the psychology department," Wrigley says.

Professor Griffith and his associates moved into the park with tape measures and movie cameras. The Cubs, aroused by the press, regarded him as something worse than a Japanese spy. Wrigley laments the reception accorded the professor. "If you want to make the best knives in the world, you buy the finest steel," Wrigley says. "But you can go out and spend \$250,000 for a ballplayer and he may not cut butter. That's one reason I got Professor Griffith. We figured if we could measure the physical characteristics and reflexes of established ballplayers, we could test prospects and know what to look for. If you know what makes a player who does come through in the majors, you have something. It's surprising how many players can play Triple-A but not make the majors. Everybody said we were crazy. We were too far ahead of the times.

*continued*

# BRAVE STYLING



...from the  
**Home of the**

*Braves*



**PALEMO**  
Model 6425-B  
Tuxedo Brown or  
Black Deluxe Vant,  
with Florentine Apple  
Sole Shown, \$12.95

## Weyenberg

*shoes for men*

These are the shoes that'll be pounding out applause on the concrete floors of Milwaukee Stadium, backing the Braves, come opening day. And you'll find them on the feet of fans in every major and minor league park in the country, too. Their light-footed Cam-Flex construction and lightweight styling make them a must in every man's wardrobe. See your Weyenberg dealer or write us for his name.

**WEYENBERG SHOE MANUFACTURING CO.**  
Milwaukee 1, Wisconsin

PHIL WRIGLEY continued

"Take another thing we did. Around 1933 or '34, we took the sleeves off the uniforms and had sweat shirts knit the same color as the uniform. It gave the players more freedom of motion, but they practically ran us out of the league for that. We had to go back to the conventional uniform because they were kidding our players, calling them pantywaists. I got the idea while I was in Canada at a directors' meeting. We went some place where there was bowling. Canadians wear waistcoats, you know. They took their coats off to howl, but they left their waistcoat on. They had freedom of motion. Look at the change in baseball uniforms! They've hardly changed!

"Last year, we had to make a rule about protective helmets. No one would wear them. Yet construction workers have been wearing them for years. In case someone dropped a rivet on their heads or something. Another thing was the sock! The socks stretched up to the thigh, then they rolled them down around the knee and wadded them. The player's got all that wadding—and they expect him to break a record running to first! I often think baseball must have been invented by an Englishman—it's so hard to get anyone to change."

The same year Wrigley hired Professor Griffith he paid St. Louis \$185,000 for a sore-armed Dizzy Dean. "We knew his arm was questionable," Wrigley says. "We bought him regardless of the condition of his arm. What happened? We won the pennant, set an attendance record and paid a dividend. So I thought it was a pretty good deal. Dizzy Dean had a psychological effect on the team. That's what we wanted him for. We'd announce Dizzy Dean was going to pitch, and we'd put on 10 extra ticket sellers. People wanted to see if his arm was good or bad. Baseball is a very controversial game. Take the controversy out and you'll kill it."

In his early days as president of the Cubs, Wrigley suffered in silence for a while and then set out to make some adjustments in his own quiet way. "Once I called on William Randolph Hearst personally," he says, "because I thought his sports pages should be run better." On another occasion he wrote a memorandum to Colonel Frank Knox, the publisher of the *Chicago Daily News*, protesting

against sports page criticism of the Cubs. Instead of mailing the memo, Wrigley marched over to the Daily News Building and proceeded to read it aloud to the startled colonel, who had lately been operating in a vastly more important and dignified arena as candidate for the vice-presidency on the Republican ticket.

"He kept excusing himself every few minutes," Wrigley says, "and I wondered what he was doing. After I finished he said, 'I'm sorry to be hopping around like this, but I've just been appointed Secretary of the Navy by Franklin Roosevelt.'"

When Lloyd Lewis, the sports editor of the *Daily News*, later ran a midseason ballot asking Cub fans to vote for a new manager, Wrigley got fired up again. He wanted to run a ballot as a paid ad in the *News* asking readers to vote for a new sports editor. His advisors talked him out of it. "I'm sorry they did," he says.

NOWADAYS Wrigley confines his criticism to himself. Short and trim—he is 5 feet 9 and weighs 158—with brown hair and blue eyes, he has the face of a worrier. He gnaws at problems with dogged persistence, but all sorts of things seem to happen to him. "If there's a Cub roster without a staple, I get it," he says, flourishing a multipaged Cub roster without a securing staple. "If there's a worm in the salad, I get it. If there's a glass with lipstick on it, I get it." A perfectionist, Wrigley does everything for himself, except read. (Since he reads so little, he is a poor speller. Once he misspelled his own name signing stock certificates. He dropped the r, and it came out "Wrigley.") If news is important Mrs. Wrigley will read the paper aloud at breakfast. He is in his office on the 16th floor of the Wrigley Building, a gaudy wedding cake piece of architecture erected by his flamboyant father, by 8:45, where, bound to his desk, he sees himself as a put-upon tycoon. "I don't think I've ever done anything I've ever wanted to or ever will," he says. He works in his shirt sleeves, and no detail is too small for him to handle. He once got a dime tip while picking up a stray towel in the men's room. He writes almost all the advertising copy for the gum company and sometimes for the Cubs, too. "We also know that this year's rebuilding job has been a flop," he wrote in an ad to Cub fans in 1948 in a burst of

continued



from **MOHAWK**

## A BRAND NEW TIRE

*designed for today's high-powered cars, today's driving conditions!*

*The Premium Quality*

## **GOLDEN ARROW**

*Lighter!*

No excess bulk to cause high-speed vibrations or annoying tread rumble. Cooler running, too, even after hours of turnpike speed.

*Stronger!*

Made with six full plies of 100% duPont Nylon to surround you with an almost impregnable wall of stronger-than-steel protection.

*Magnificent Response!*

So quick, so sure, you feel it instantly! If you love fine cars, thrill to their eager power, the Golden Arrow is for you! No other tire can give you the safety, the performance, the thrilling feel of your car under your complete control.

*at Mohawk dealers everywhere*

# **MOHAWK**

**GOLDEN  
ARROW**



THE MOHAWK RUBBER COMPANY • Akron 5, Ohio  
Plants in Akron, Ohio, Helena, Ark., Stockton, Calif.  
*Since 1912 manufacturers of tires of highest quality only.*

# Dow Finsterwald

Member of Dunlop Golf Advisory Staff  
1957 Vardon Trophy Winner

says:

You'll  
never  
know  
how  
good  
you  
are  
until  
you  
play  
a



**Maxfli**  
BY **Dunlop**

Sold Only Through Pro Shops

DUNLOP SPORTING GOODS DIVISION  
500 5th Avenue, New York 36, N. Y.

PHIL WRIGLEY *continued*

coldly analytical honesty that only an entrenched owner could expect to get by with.

Wrigley runs the gum company and the baseball company as separate and distinct enterprises. He carries this to the point of refusing to allow any announcers employed by the gum company even to mention baseball, much less the Cubs. He doesn't see why the stockholders of the gum company should be made to pay for a plug for the Cubs or the business they're in, however innocent the reference. If the occasion demands it, he will personally impose his taste on the design for a new Cub uniform. "I've always preferred CHICAGO rather than CHICAGO CUBS on the uniform," he says. "CUBS ends up on the stomach, and that emphasizes it. Just CHICAGO across the chest makes them look huskier. And all that lettering, CHICAGO CUBS, makes it look like JOE'S GARAGE."

During World War II he started a women's softball league and saw to it that all the players went to a Helena Rubinstein beauty salon as part of their spring training.

One of the chores Wrigley assumes without complaint is talking to Cub fans who telephone with complaints. Among them is a carpenter who frequently talks for an hour. "I listen to him because he's interested in baseball," Wrigley says, suggesting the

fine regard he has for all fans. If he himself has any complaint about Cub fans, it is against those who persist in thinking he actually wants a losing team. "That amazes me," he says, "and they come up with the damndest ideas! 'If you get three 20-game winners you'll be all right.' Who the hell wouldn't? I think Tom Yawkey did a great thing for baseball. He came in and spent unlimited sums and proved you can't buy a pennant. But the average person—maybe they get the idea from the movies—thinks that if you have money you can do anything."

WRIGLEY eats lunch daily in the Wrigley Building restaurant, which is on the ground floor of his building and open to the public. Some years ago he thought the customers were getting gypped. The double Martinis looked too small. He told the bartenders about it, and soon they were serving Martinis in eight-ounce glasses. Wrigley thought that everything was fine until too many of the patrons began slumping happily to the floor during lunch hours.

Wrigley tries to leave for home by 5. "Mr. Wrigley's favorite television show is *Robin Hood*," says his chauffeur, Gus Settergren. "He likes to get home to see it if he can. That's his relaxation."

If the Cubs are in town Wrigley may drive up from his office to the

*continued*



THE YOUNG WRIGLEYS, son Bill and daughter-in-law Alison, look almost as worried as Phil as they watch game at Rendezvous Park, the Cubs' winter home in Mesa.

Springtime is LEE time.....



## time for the "light touch" in hats, too

Lightness scores—in new, breezy lightweight felts by LEE, felts that float on your brow like a leaf on a pond. Now is the right time to retire your winter standbys in favor of the exceptional comfort of a LEE Spring lightweight felt. Lee Hats, 475 Fifth Avenue, New York 17.

THE 3-HAT MAN IS A LEE HAT MAN!

LEE

Ask your favorite dealer about  
the smart new Lee 3-Hat Wardrobe Case



Ted Williams

## Try a big league Wilson Glove

You'll never know what a glove man you really are until you find out how a Wilson Glove or Mitt can help your game. Game saving plays seem simple with gloves like these to help you!

And no wonder—they are the favorites of men like Ted Williams, Harvey Kuenn, Johnny Antonelli, Al Kaline, Roy McMillan, Nellie Fox, Don Blasingame, Jim Finigan, Early Wynn, Frank Thomas, Andy Pafko, Enos Slaughter, Hank Sauer, Jim Persell, Billy Martin, Ernie Banks—and many others!



The A2000. Exclusive snap-action, extra reach, triple lock web.

Big Snap® First Basemen's Mitt. Preformed double pocket—extra reach for high, wide ones.



Key Composite Catcher's Mitt. Twin-Action flexibility, Grip-Tite pocket.

\*Players named are members of the Wilson Advisory Staff

Your sporting goods dealer has a Wilson Glove or Mitt just right for you—  
at the price you want to pay!

**Wilson**  
Wilson Sporting Goods Co., Chicago

PHIL WRIGLEY *continued*

park around the seventh inning after watching on television. He doesn't attend many complete games. In 1945 he passed up the first three games of the World Series with Detroit to stay in Chicago answering letters from fans who couldn't get tickets. It annoys him to be criticized for failing to attend more games. "It's pretty hard to do anything right in baseball," he philosophizes. "If you don't butt in, you're not interested; if you do, it's front office interference. The thing is, my job is planning ahead. I'm generally working with the future rather than the present. I'm out ahead somewhere like an advance man for a circus. I suppose that's why people think I'm not interested in things—because I don't hang around. I never have a chance to enjoy anything's going well. My job is that of a trouble-shooter."

Inside Wrigley Field, Wrigley indulges his passion for privacy by slinking around the stands to get the fans' point of view. "Generally I sit up in the grandstand where the real fans are," he says. "I don't like any special treatment. I haven't sat in the Wrigley box for years—ever since they put in an outlet for an electric blanket. That's when I moved out." He is so anonymous the ushers don't recognize him. One-Eye Connelly, a gate crasher turned usher in his later days, tried to bar him from a World Series game. On another occasion, a vendor insisted upon sitting in his lap with a large pot of coffee. "He wasn't supposed to be sitting down," Wrigley says indignantly. "He was supposed to be selling coffee."

IN KEEPING with his belief that baseball is a controversial game, Wrigley once redrew an architect's plans for the bleachers. Originally they were to extend from foul line to foul line. Wrigley cut them away at the sides so that the outfield ran back alongside the bleachers near the foul lines. "If the batter doesn't pull the ball sharply, it's a homer into the bleachers," he says. "If he hits it into the outfield where I cut out the bleachers, the outfielder can catch it. So when a ball is hit to right field or left field, everybody stands up, gets excited and yells to see if the ball is going to go into the bleachers or where I cut them out. If our side hits it and the outfielder catches it, people

say, 'Gee, if he'd have hit it a little more to the center we would have gotten a homer and won the game.'" Wrigley is so convinced fans live for excitement that he became quite disturbed when he noticed the first and third basemen weren't fielding foul grounders. "The average fan in the stands got the feeling the players didn't care," he says. He spoke to the manager, and the Cubs began making heroic but futile stops. Wrigley prefers it that way. "We're in show business," he says.

Wrigley will do anything to please the fans. He has cut down on the number of seats in a box to build wider seats and provide more leg room. He sees to it that the hot dogs are hot, the beer cold and the prices reasonable. He pioneered free drinking fountains. He introduced the use of yellow numerals in the scoreboard to show how many runs have been scored during an inning in progress. All told, he has spent at least a couple of million dollars to beautify Wrigley Field. "It's probably because I'm a frustrated engineer or mechanic at heart," he says. "You like your engine room in tiptop shape. We can't guarantee a winning team, but we can guarantee the physical properties. We can take care of that. But when you're dealing with human nature and individual achievement you can't guarantee anything." A year ago he had Arthur Meyerhoff & Co., a Chicago advertising firm, conduct a survey on why *don't* people go to ball games. The results confirmed Wrigley's thinking: in the summertime people like to be out in the open air with their family and friends. This is the pitch of Cub advertising.

"The idea is to get out in the open air, have a picnic," he says. "We mention that the things people like to do, to enjoy, are all in the ball park. We stress the green vines on the wall. We stopped calling it Wrigley Field. Instead we call it Cubs Park. You see, people want to go to a park. We are aiming at people not interested in baseball. These are fans we want to get. Dyed-in-the-wool fans want us to tell about batting averages. Why should we tell the dyed-in-the-wool fans? They know where everything is, what's going on." While some sports-writers have scoffed at this approach, claiming that the visiting teams are the only ones who have a picnic, General Manager John Holland of the Cubs swears by it. "I don't say this

*continued on page 107*





*Lone transatlantic yachtsman wears*  
**Hathaway's newest Viyella® shirt—the "Salty"**

**H**ATHAWAY's newest Viyella shirt lives up to its nautical name. It is tailored to a sailor's specifications. Note the snap-over bib to keep the wind out.

The yachtsman's name is Colin Fox. Both he and his Viyella shirt are indomitably British. Mr. Fox sailed his 24-foot cutter across the Atlantic single-handed. He alternated two Viyella shirts for eighty-nine days. One on—one in the wash.

Colin Fox has three remarkably sound reasons for taking Viyella to sea. Firstly, this sumptuous English mixture of lamb's wool and long-staple cotton is soft and warm, without being bulky. Secondly, Viyella dries quickly and never itches or chafes. And lastly, Viyella is absolutely unaffected by water. Get it soaked in a storm. If it shrinks, we replace. No argument.

*The "Salty" ship-shape tailoring only*

begins with the bib. Hathaway gives it a free and easy fit. No buttons. Short sleeves. And a square-cut tail so you can wear it outside your trousers. The price is \$14.95—in red, white or navy.

**IMPORTANT:** Never buy anything that *smells like Viyella*—but isn't. The Viyella label is on every Viyella shirt. If in doubt, write C. F. Hathaway, Waterville, Maine. In New York, call OX 7-5566.



SUDDENLY — *you're in love again*



**CENTURY**  
*thoroughbred of boats*

with Resorter 19'—newest, most distinctive runabout since Century's famous Coronado. Unmatched "convertible" styling with unique bow treatment and optional removable slide back top. Exquisite, luxurious upholstery and appointments. Handcrafted under exacting quality control standards in genuine African mahogany. See this magnificent thoroughbred at your Century dealer's soon. And when you do—a word of caution—hold on to your heart! Literature on request. Century Boat Company, Box 350, Manistee, Michigan.

RESORTER 19'



## STATE OF BASEBALL

# The Unbarnacled Truth

by ROBERT CREAMER

CERTAIN barnaclelike growths of wrong assumption—that baseball is being killed by television, for example, or that the game today is a castrated version of the vigorous sport played in Ty Cobb's day—have been encrusting the body of baseball. The attempt here will be to scrape the barnacles away and look at things as they are.

Some hard truths about baseball deserve clearer recognition and appraisal:

**1 The game is not declining in popularity, as some allege, but is more popular than ever.**

Regularly there are reports from vague sources that football or basketball or bowling or bird watching has passed baseball in popularity. But the American Institute of Public Opinion in a survey of 1957 sports attendance discovered that 23 million different adult Americans paid their way in to see at least one baseball game last year, more than for any other sport. And nine out of 10 of these saw more than one game. Apart from the bare bones of paid attendance, there is the whole complex of Little League, Pony League, Babe Ruth League, Ban Johnson League and the rest of the recently organized boys' leagues; and the nonprofessional games played by

American Legion teams, high schools, colleges. Beyond that there is the unparalleled flow of publicity, much of it spontaneous, attendant on baseball. Football and basketball are exciting, immensely popular sports, yet how mute the names of magnificent athletes like Bob Cousy and Frank Gifford sound in the public ear next to the clear and instant meaning of Mickey Mantle, or even Bobby Thomson who, except for one magic moment, has been an ordinary ballplayer. (This spring, 6½ years after he hit the famous home run that won the 1951 pennant for the New York Giants, Thomson's appearance in exhibition games in obscure cities like El Centro, Calif. aroused an excited buzz of recognition in the crowd.)

Millions of people who see no more than one or two baseball games in the flesh during the course of a year, or none at all, sit for unimaginable hours watching a gray-and-white reproduction of the game on television screens. Daily radio broadcasts bring still more millions pitch-by-pitch reports of game after game after game, month after month after month. Newspapers run thousands of miles of copy about the game played yesterday, the game to be played tomorrow, the current state of the chip in the left ankle of the new third baseman just acquired from Chicago for a left-handed pitcher and an un-

► Baseball is more popular today than ever before.

► It's a highly profitable business.

► It's better played today than ever.

► The average player, despite the legend of Alibi Ike, is a well-mannered, responsible citizen.

► TV is the big reason for baseball's present and future strength.

► Decline of the minors is evidence of baseball's growing popularity.

► Expansion of the majors can be accomplished, but not just by a vote.

► The two major leagues are actually one big-business operation.

► The Commissioner of Baseball is no longer the game's supreme authority.

► The future of baseball is overwhelmingly bright.

announced sum of cash. Magazines devote acres of pages to photographs and words about the personalities, the controversies and the old-fashioned meat-and-potatoes conversation about the game. Books are published. Even phonograph records are made.

And the appetite for baseball is not sated. Baseball is far from being vitally necessary to Americans. It may have no great influence on our moral outlook, and probably not a great deal to do with our physical condition (except for that slightly uncertain knee, torn in a slide into second in a softball game some years back). Who wins baseball's pennant races is not so important to the baseball fan as the progress of the U.S. missile program (except, perhaps, to the 12-year-old fan). But, nonetheless, baseball permeates our existence. In its carefree, uncensored, nonsignificant way, baseball is an integral part

*continued*

# Choice of Champions



DICK MAYER, winner of the  
1937 U. S. OPEN and  
WORLD CHAMPIONSHIP WEARS

## FootJoy Shoes



#5587  
\$96.95

Golf clubs the Pros use are a matter of preference. Clothes, a matter of taste. Golf balls, a matter of opinion. But, as for golf shoes... 90% of Pros agree on FOOTJOY. That's a matter of fact.

Next time you buy,

try **FootJoy**

... the choice of champions.

## MR. BASEBALL FAN:

From your favorite season by keeping a complete record of every game played by your favorite team. Whether you are at the game, or watching via TV, or listening by radio, you can keep a play-by-play description with:

### The Baseball Visualizer Scorebook

It records every ball pitched and all statistics for nine games. \$1 each

Also

### The Bridge Visualizer Scorebook

It scores every bid for 500 hands and includes 20 page booklet, How to Start Playing Bridge in 25 Minutes.

### The Football Visualizer Scorebook

Scores ten games and all statistics.

### The Basketball Visualizer Scorebook

Scores fifteen games, up to 170 points.

\$1 each, postpaid if payment with order.

Any three above books \$3.50

### THE VISUALIZER SCOREBOOKS

Box 287Z

FARMINGTON, N.Y.

## UNBARNACLED TRUTH *continued*

of the setting in which we live our lives. It is a major and undimishing part of our general culture.

Undimishing? Think of the Little Leagues. Think of the broadcasts. Think of the future. Like the universe in space, baseball's place in our mores is constantly expanding.

**2** Major league baseball is a business, and a highly profitable business.

The old debate over whether baseball is a sport or a business is vapid. Major league baseball is, flatly, business. Efforts are being made in Congress to have a legal distinction made between the "business aspect" of baseball and the "sporting aspect." This is foolish. How can the sale of a frankfurter be called business and the sale of a ballplayer be called sport? Or, how can the negotiations of a concessions contract with the frankfurter people be utterly dissimilar to the negotiations of a player contract with a third baseman? Baseball is not "too much of a business to be a sport and too much of a sport to be a business," as Mr. Philip K. Wrigley of the Chicago Cubs (see page 80) is reported to have once said. Mr. Wrigley knows that it is a business whose product, called entertainment, is eagerly purchased by thousands daily.

Most of the time baseball is superb entertainment because it is a superb sport, conceivably the most thorough-

ly intriguing and satisfying sport ever devised by man. It is great fun to play; it is just as much fun to watch. William Saroyan calls it pure theater. Dr. John F. Weston, an opera lover, once rationalized his fascination for baseball by describing it as "a game of almost limitless dramatic possibility." It is the melodrama of our days, the Globe Theatre of our time, highly marketable entertainment, exciting business.

It has not always been a sound business, which may be the reason for Mr. Wrigley's comment. If Mr. Wrigley did not enjoy the sport of baseball, he would probably have sold his baseball business long since. And, of course, a few years ago, after Walter O. Briggs of the Detroit Tigers died, leaving the bulk of his estate in trust, his executors—shrewd businessmen all—ruled that his investment in the Tigers, however valuable, was too risky to be included in a trust fund; they ordered its sale. The executors of J. Louis Comiskey's estate, which included the Chicago White Sox, also ordered a sale, but in this case Comiskey's heirs fought successfully to retain ownership. This proved a wise move financially, for despite the risk factor baseball has proved a highly lucrative enterprise. Larry MacPhail, onetime part owner of the many-time World Champion New York Yankees, can testify to this, and so can Calvin Griffith of the Washington Senators, who haven't been out of the second division since 1946. MacPhail is one kind of baseball businessman. He and Bill Veeck and Branch Rickey and Walter O'Malley all saw a relatively modest investment in a ball club burgeon as the full value of their baseball property became apparent to other businessmen. Griffith is another kind. He and Horace Stoneham and Chuck Comiskey (and, in years gone by, the Macks of Philadelphia) are what is known as "old baseball people." They are members of families who have owned or held controlling interest in the same baseball club for 30 years and more. Griffith's Washington Senators were accepted as a shoeleather operation (until Gabriel Murphy offered over a million dollars for a block of stock comprising about 12% of the total shares), and Stoneham's New York Giants were felt to be in such a precarious condition that they were obliged to seek the greener pastures of San Francisco. They have other investments, of course, but the Griffiths and Stonehams (and Comis-



YESTERDAY'S MANAGER: JOHN MCGRAW



TODAY'S MANAGER, CASEY STENGEL, KNOWS MORE ABOUT BASEBALL THAN MCGRAW

keys and Macks) have lived in genteel comfort year in and year out from the income they derive directly from their baseball teams. This is intriguing, because these were supposed to be "poor mouth" ball clubs.

Baseball makes money.

**3** The game of baseball today in the major leagues is not deteriorating, as oldtimers protest, but is actually better played today than it has ever been.

There is no intent here to decry the game as it was played 40 or 50 years ago, or to imply that players of the quality of Honus Wagner and Nap Lajoie would not be equally outstanding today. It is a different game today, however, and men like Ty Cobb, who were geniuses in the old game, don't like it as well. They complain, "They don't play baseball any more."

Well, this is wrong. Cobb's baseball was intensely concerned with the skills involved in getting a player on base and moving him around step by step to score a single precious run. Today's game revolves around the explosive, upsetting, runs-in-bunches nature of the home run.

The game today is more exciting to the average spectator and the average ballplayer because of the ever-present threat (or hope) of the home run. It is more demanding on the player, but it is also better played. The tactics and strategy of the game and the over-all skills of the players are far superior to those of 40 years ago.

There is a simpler reason for this: the inevitable accumulation of knowledge. Casey Stengel is not necessarily a better manager than John McGraw but he knows a good deal more about baseball, just as Dr. Edward Teller

knows a good deal more about physics than Michael Faraday. The things that the McGraws discovered have passed on through the years from one man to the next. As new things were learned they were added, causing new developments, approaches, techniques. Babe Ruth demonstrated that home runs were desirable. It was hard to hit homers with the old, thick-handled bottle bat. Whip bats, with thin, springy handles, soon evolved from the thick-handled bats, and everybody became a potential home-run hitter.

There is so much more concentration on knowing the game today, on perfecting technique, on improving equipment. In the old days a young player had to find out for himself how to do things. Sometimes he never learned. Today a young player is instructed from the very beginning of his career. His faults are spotted and, if possible, corrected. As a result there are more good players.

Fielding, for example, has greatly improved, partly because of improved techniques, instruction and equipment but also because of the far better playing surfaces. Gloves today are not the rudimentary protective padding of the past; they are quasi-mechanical devices that almost guarantee a fielder that if he touches the ball he'll catch it. Playing fields are meticulously groomed. A fielder is not half thinking that he might step on a stone or into a hollow. This constant of safe physical surroundings plus engineered gloves allows the fielder of today to play with a certain degree of abandon, to go all out, almost recklessly, for any batted ball. This, in turn, brings about a progressive refinement of fielding techniques, and a greater number of superior plays. Granted it is easier to field nowadays,

*continued*

## Hi-Y collar



**Shapely**  
UNIVERSITY CLUB

Collar's open and arctic-cool  
... so "individual," so handsome.  
Fine fabrics in rich colorings  
that are Wash 'n' Wear.

about \$4

AT LEADING STORES EVERYWHERE

THE MACK SHIRT CORP.  
CINCINNATI 2, OHIO

but that does not alter the fact that, easier or not, it is *better fielding*. Errors are still an intrinsic part of baseball (human failure is an intrinsic part of drama), but they play a less common role in the outcome of a game. Ed Mathews making a back-hand stab of a hot grounder to save the World Series is infinitely more gratifying to the baseball fan (if you can set aside partisan emotions for the moment) than Fred Snodgrass losing a World Series by dropping a fly ball.

The game is better. If Stengel, for example, could take a modern pennant winner and modern equipment and transplant them in time to, say, 1915, he'd win the pennant by 35 games.

**4** The average ballplayer is not an ignorant, semi-literate boor, as legend has it, but rather a well-dressed, well-mannered, articulate and intelligent member of the community.

Ring Lardner wrote some pretty funny stories once about baseball players, good stories that have taken a permanent place in the gallery of American letters and which are still widely read. Unhappily, too many people who read them forget that they were written 40 years ago. Times have changed, baseball has changed and the baseball player has changed, but Lardner's raw, ignorant bushier is still, for a surprising number of people, the prime source of their mental image of the modern major leaguer.

Several years ago a series of stories about Yogi Berra began to make the rounds. Most were exaggerated and many were pure fiction. Berra was made out to be a clown, stupid, ignorant, a hapless Malaprop. People, delighted with the stories, howled with laughter and only occasionally doubted the truth of them. Try to tell them that Berra, though poorly educated, awkward at expressing himself and rather shy and retiring with people he doesn't know, is nevertheless a shrewd man with sharp perception and a very keen sense of humor, and they look at you with disbelief and repeat the latest Yogi story.

This is so unfair. There are among the 400 men who play in the majors each year a few dull, unimaginative clods. There are also men of the high



CULTURED, WELL-DRESSED players like Jerry Coleman belie Allie's legend.

intelligence and character of Herb Score and Jerry Coleman and Joe Black. Most major leaguers, however, are surprisingly normal in appearance and personality. The average ballplayer has about the same degree of intelligence, education and awareness of the world about him as the average bank teller. Like the teller, he dresses neatly and talks pleasantly. He is different in that he probably knows more about baseball than the teller does about banking, and in that he has more money to spend and has traveled more. He resembles the athlete in that he is a big man, with a strong competitive instinct (ballplayers love to play cards or anything where one man wins and another loses) and possesses a handshake that could crush a stone.

**5** Television, rather than the base of baseball, is the strongest factor in baseball's present and future strength.

This is an obvious fact, too, but you will still hear baseball men argue that television is ruining the game. (They mean, of course, that it is ruining the business, but they're wrong there, too.)

Baseball is entertainment, and television is the greatest broadcaster of entertainment in the history of the world. Remember that the word broadcast is an old word, meaning to cast in all directions, the way a farmer scattered seed as he sowed a field. The field that television is sowing is still in its infancy, so far as monetary return is concerned. Pay television is

inevitable; current television production costs are so high that a greater return has got to be realized. When one or another (or two together, or several) of the forms of pay television now in the experimental stage are finally accepted, adapted and installed, baseball will fly to the moon.

Just consider World Series coverage alone. The World Series is the greatest and most appealing of American sports events. It transcends baseball. Everyone, in a manner of speaking, wants to watch the World Series. It is not at all wild-eyed to imagine 20 million television sets tuned in to the World Series. At 50¢ a set the gross income would be \$10 million per game. Allow baseball only 35% of that gross: \$3½ million per game, or more for each game from television alone than the gate receipts, radio fee and television fee accrued by the Yankees and the Braves last fall for all seven games. And, of course, there would still be the gate receipts.

Presently, television income from the All-Star Game and the World Series is the primary source of the huge funds supporting the major league's player pension plan. Television revenue from local telecasting or from Game of the Week telecasting fees is an important part of the income received by most major league clubs. The Chicago Cubs reported a net profit on the 1957 season of \$357, and revealed that television income

#### THE TV BASEBALL CROWD

*Average number of people watching each home-game telecast in 1957 season*

TANKEES	1,375,000
DOGGERS	1,075,800
TIGERS	925,000
PIRATES	750,800
RED SOX	750,000
INDIANS	700,060
PHILLIES	568,000
WHITE SOX	408,000
GIANTS	390,000
QUEB	340,000
CARDINALS	300,000
ORIOLES	250,000
REDLEGS	220,000
SENATORS	200,000
BRVES	No TV
ATHLETICS	No TV

of \$100,000 was responsible for wiping out what otherwise would have been a deficit.

The minor leagues have lost all hope of independent survival because of the telecasting of major league games, but their only hope of any kind of survival—which would be by major league subsidy—also resides in television. Money is, naturally, professional baseball's lifeblood, and television is a huge blood bank.

**6** The decline of the minor leagues is not a symptom of sickness in baseball, but evidence of the game's growing popularity.

The main thing to remember about the slow, steady fall of the minor leagues is the fact that it was not caused by a decline of interest in baseball. It was caused by a decline of interest in minor league baseball, and that was an inevitable result of an increase of interest in major league baseball.

For decades Americans who lived in the smaller cities and towns of the country, out of the orbit of the 10 major league cities that comprised the major leagues without change for half a century, sated their appetite for baseball by rooting for the local minor league team, or occasionally by watching local semiprofessional baseball. But in the last decade, radio broadcasts of major league games began to penetrate into these nonmajor-league towns, and then came television broadcasts. What happened?

The fan listened to major league ball on radio, watched it on television and just wasn't hungry enough to go out and watch the comparative humpty dumpties in the local park. Aggravate this situation by introducing Little League baseball (the term is used here to include all the baseball programs for youngsters currently common around the country) and you find that when the fan does go out to see baseball played in the flesh he wanders down to watch his son or nephew in the Little League, thus cutting down even further on his appetite for minor league ball.

A comparative study of sports pages illustrates the point. In 1938, say, in a fair-sized minor league town, the daily paper's sports page would include each day thorough coverage of the local minor league club. It would also have the major league

continued

*New! a powerful transistor radio no bigger than a pack of cigarettes!*



Philco VeeP is a totally new way to enjoy radio. It's a powerful 3-transistor radio—actually no bigger than a pack of cigarettes! Slip it in your pocket or handbag, VeeP's as easy to carry as your wallet or comb. Set Philco's new balanced tone Ear Speaker—listen to music, news, the weather as you go about stores or sports. Enjoy top tunes as you shop, surf-cast or roam the golf links. See the VeeP at your Philco dealer's today.

Prices and specifications subject to change without notice.

**PHILCO**  
**VeeP**  
Vest-Pocket Transistor Radio

**\$19.95**

LOOK AHEAD AND YOU'LL CHOOSE **PHILCO** FIRST WITH THE FINEST IN TRANSISTORS!

**ONE  
SCOTCH  
STANDS  
OUT**

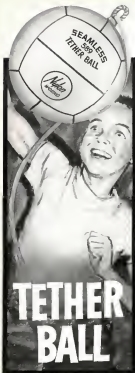
*the lighter  
drier  
smoother  
Scotch*



BY APPOINTMENT  
TO HER MAJESTY  
QUEEN ELIZABETH II  
SCOTCH WHISKY DISTILLERS  
NEW BLENDED SCOTCH WHISKY

IMPORTED BY NATIONAL DISTILLERS PRODUCTS COMPANY, NEW YORK.  
SOLE DISTRIBUTORS FOR U.S.A. • BLENDED SCOTCH WHISKY. 86 & PROOF.





# TETHER BALL

Set up this popular playground game right in your own backyard...

Tether ball by **SEAMLESS**



Tether Ball takes so little space, requires so little equipment, yet it's crammed full of fun and exercise for all members of the family. Waterproof and scuff-resistant, Tether Balls by SEAMLESS have no hard metal inserts to bruise hands. With or without pole at your local Sporting Goods Store.

ATHLETIC GOODS DIVISION  
THE

**SEAMLESS**  
RUBBER COMPANY

NEW HAVEN 2, CONN., U. S. A.



LITTLE LEAGUERS DRAW BASEBALL FANS NOT WATCHING BIG LEAGUE TELECASTS

## UNBARNACLED TRUTH *continued*

standings and possibly a one-column roundup story of what happened the day before in the majors. Today's daily sports page in that minor league town not only carries the box score and at least a brief report on every major league game played the day before, but also wire-service photographs of major league play. An important series between the Braves and the Cardinals, say, will carry a banner headline and a long detailed wire-service report.

In view of this increased interest in major league ball and the colossal indifference of the major league clubs toward the deteriorating financial position of the minor leagues, it is really a tribute to the vitality of the game and to the tenacity and energy and ingenuity of the minor league executives that the minors have survived at all.

**7** Expansion of the major leagues to 10 or 12 teams each is not just a matter of vote; it is a complex procedure that can come to pass only if baseball makes long-range plans now.

The Commissioner of Baseball has spoken glibly for some years now of a necessary expansion of the major leagues from two leagues to three or even four, and from 16 teams to 20 or 24 or even 32. Recently, he settled on two 12-team leagues, each divided into two six-team sections.

It's a splendid arrangement, one which would delight every baseball fan in the country if it were to become an accomplished fact. The trou-

ble is, it won't become an accomplished fact, soon or ever, unless the commissioner or some other responsible party sees to it that hard practical planning is set down on paper now.

An existing major league franchise can be shifted from one city to another by a simple vote. But the creation of a completely new team involves a multitude of difficulties beyond mere voting. Will only one new team be added at a time, or should new teams be added only in pairs? Should any addition of teams to the majors be done only as part of a long-range development pattern, or is it all right if they come in haphazardly, as now seems likely? Should the American and National leagues work in concert on expansion, or should they engage in open and direct competition? What specific problems face a new owner? Should he be made to pay a franchise fee?

For example, a difficulty often cited as a deterrent to expansion is a supposed lack of enough players of major league quality. Baseball people favoring expansion insist that there are plenty of players. (And of course there are. It is competition between skilled teams of nearly equal strength rather than high skill alone that makes major league baseball successful.) But that is all they say. They do not take the time to recognize that the problem is not the number of players available but the distribution of them. A plan for sharing available players has got to be worked out now.

Obviously, new teams coming in could not at once be of equal strength, but a fine basis for future equality could be obtained by a real draft of existing personnel. For instance, let the 16 existing major

*continued*





THE "SHORECLUB"  
Imported Bavarian Calf  
superbly fashioned... the  
ultimate in fine spring and  
summer footwear

THE "JAMAICAN"  
Newest version in  
hand-sewn footwear for  
featherlike comfort

# Town Squires

Other "Town Squires" leather colors shown below.  
Available at better stores coast to coast \$10.95 up  
FREEMAN SHOE CORP., BELLOIT, WISCONSIN

by **FREEMAN**





*Longing for the natural pleasures of the good old days?*

**RELAX...this is the GENUINE!** You can spot a wholesomeness of flavor in **CABIN STILL**. How it gets there, we don't really know. May be our family way of genuine **COPPER DISTILLING** which creates our special Bourbon flavor. Or the **KENTUCKY WEATHER-RIPENING** that seasons it to a rare gentleness in airy, open-rick timber warehouses. The important thing to you is to try it, if you want **A Bourbon Man's Bourbon**.



Every drop distilled, aged and bottled solely by **STITZEL-WELLER DISTILLERS** • Estab. Louisville, Kentucky, 1849

league clubs list 25 "untouchable" players, which may include some of their brightest minor league prospects, and 15 "reserved" players, which may include some of their lesser major leaguers. Let every other player in Organized Baseball be placed in an open pool. The new clubs then proceed to draft 40 players, 25 for the major league club and 15 as the nucleus of a farm system. They cannot take any of the 25 untouchables; but they can draft, among them, a total of five of the 15 reserved players from each club; and they can draft anyone at all from the open pool. They pay a fixed price of, say, \$25,000 for every player drafted. When the draft is completed, all players except those drafted by the new clubs revert to their original status and baseball carries on.

A draft plan like this might well bring screams of protest from the pennant-winning New York Yankees and Milwaukee Braves. The idea of a Johnny-come-lately dipping his fingers into their minor league pie and carrying off the bulk of the wonderful young players they've spent so much time and money to find and train! Even the lowly Kansas City Athletics and Pittsburgh Pirates could complain: "We've been trying to lift ourselves out of the cellar by developing young players, and now everything we've tried to build up is destroyed."

Even so, if expansion is to come, this plan or one like it must go into effect. A player-distribution scheme, acceptable to the future owners as well as to the owners of the present clubs, has to be worked out. It should be done now.

Another pressing problem involves finances. The monetary return from major league ball in a new city must be great enough to make the large initial investment a sound gamble; yet the initial investment must not be so large that no monetary return would warrant the risk involved. These concerns are blithely ignored. Jack Kent Cooke, the Canadian publisher who owns the Toronto Maple Leafs in the International League, would dearly love to own a major league team. A year or so ago a major league executive asked him if he'd be interested in owning a franchise in a 10-team National League. Cooke said sure, but when the executive added that the league would expect a couple of million dollars for the franchise,

Cooke laughed. Avidly interested though he is, the idea of paying \$2 million for what in effect would be a ninth-place team possessing neither stadium nor players left him cold.

Cooke is still the likeliest candidate for a franchise in an expanded major league, but not only does the investment have to make sense to him (and another like him if two teams are to be added at the same time), it has to make sense to a lot of other people, too. Stadiums have to be built and, while a city like Minneapolis has a



FOR EXPANSION baseball must look to men like Jack Kent Cooke of Toronto.

major league stadium ready and waiting, most of the Toronto and Houston and Denver with their eyes on the majors do not. Whether the individuals and the cities involved think entry into the major leagues is worth the cost of building a stadium is a serious and provoking question, particularly in this time of recession.

That is the rub, of course, the whole question of expansion. Is it worth it? Is it worth it to the Yankees to give up valuable young players and take on added transportation costs and problems in order to play in new cities? Possibly, since the Yankees would certainly draw huge crowds (about 40% of the American League's total season attendance is at games the Yankees play), and that could make the investment practical. But what of the teams that don't draw flies on the road? What about Washington and Kansas City and the rest? And what about the Cookes? What about the players? What about the stadiums?

No amount of theorizing or idle talk is going to bring about a proper expansion of the major leagues. Someone has to demonstrate clearly and factually (and publicly) how it can be done, how much it will cost and that it will be worth the investment.

Until that time, the Commissioner of Baseball is talking about nothing but pie in the sky.

**8 Baseball is not 16 separate companies, as baseball says, but one huge business corporation, owned more or less equally by 16 separate corporate individuals.**

For some unclear reason, baseball shies violently away from any suggestion that it is a business entity. Perhaps the fear of government charges of monopoly keeps the individual owners from admitting this obvious truth. Of course, if the Government were bent on proving that baseball was indeed a monopoly it would not be deterred by the insistence of the owners that this vague term "baseball" is just that, a vague term.

The door to the office of the Commissioner of Baseball bears one word: BASEBALL. His letterhead bears the same word, in black-letter type: Baseball. There is no "Inc." after it, and that is significant. If Baseball were to incorporate, then it would be admitting it is a corporate individual.

But—business technicalities to one side—it is an individual. BASEBALL, on the commissioner's door, means the entire structure of major league baseball and a good deal, if not all, of minor league ball. Vast sums of money are received and distributed by this office. Myriad details relating to every major league player are handled by it. The 16 separate clubs in the major leagues are housed together by their common interest in it. The 16 clubs are 16 distinct corporations (the New York Yankees are actually a partnership rather than a corporation), each in business for itself, but they are also equal owners of this greater body. Mr. Wrigley has also said, "Baseball is the only business in which you compete with your partners."

The people of the country don't own baseball, as baseball likes to say. They buy its product, but they don't own it as they do, say, the Army and the Navy. By their vote the people have some say over the Army and the

*continued*

## SWIMMING POOL BEAUTY starts with Ramuc® Enamel



- America's No. 1 swimming pool paint, proved in over 19,000 pools
- Goes on easily, leaves like finish
- Long lasting, natural rubber base paint
- Won't powder, blister, flake; fade resistant
- In many attractive pastel colors
- Beautifies and protects

Send today for 32-page "Pool Painting Handbook" Gives valuable facts on pool upkeep. When writing, include pool's dimensions, name and/or type of paint used

Dealers & Distributors: Select sales areas still open. Write today!



**INERTOL CO., INC.**

485 Fremont Avenue, Newark 12, N. J.  
27-S 8, Park, San Francisco 7, California



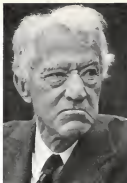
## CHIPPEWA® Suburban

a lifetime of slipper-comfort . . . outdoors!

Here's the boot for all your active leisure hours. Slipper-soft and low-cut for relaxation—the suburban is ruggedly hand-crafted for the years of use you expect with an "original" Chippewa boot. Also available with moose toe, with or without insulation. At fine stores everywhere, or write for your dealer's name and your FREE Boot Care Booklet. Model 4025 and 4144 (ripple sole) shown.



20224 River Street



**FIRST COMMISSIONER** of Baseball was crusty, bossy Kenesaw Mountain Landis.



**SUCCESSOR** to Landis, flamboyant Happy Chandler, is now governor of Kentucky.

### UNEARNABLE TRUTH continued

Navy, but they have nothing to say about baseball, except as their buying habits indicate. The Government doesn't own baseball. The players don't own it. The umpires don't. The sportswriters don't.

The owners of the 16 major league clubs own the business organization called Baseball. Rather than shy away from that truth, they should admit it, and indeed accept the responsibility proudly.

**9** The Commissioner of Baseball is not, and has not been for about a decade now, the supreme authority over baseball.

Judge Kenesaw Mountain Landis, who was Commissioner of Baseball from 1920 until his death in 1944, was often called the Czar of Baseball. He was an autocratic ruler with considerable power which he never hesitated to use. His successor, A. B. (Happy) Chandler, was occasionally referred to as the czar out of habit, but less and less frequently as time went on. Chandler was a far better commissioner than he has been given credit for, but his broad manner and flamboyant ways alienated the press, and his perhaps naive assumption that the club owners meant him to have the same power as Judge Landis alienated them.

Chandler's successor, Ford C. Frick, has never been called a czar. He has pursued a policy of wait-and-see, talk-

things-over, compromise. For this he has often been severely criticized, but he has escaped the public censure that fell on Chandler because of the respect accorded him by the press, from whose ranks he rose.

Criticism of Frick is usually in the nature of a demand that he "declare" something wrong, or that he "ban" something else, or that he "pass" a new rule. That, of course, was Landis' way, but Landis, assuming power in time of crisis—major league baseball was in anarchy and on the verge of civil war in 1920, and the Black Sox Scandal was exploding into the headlines—held onto that power with both hands for the rest of his life. He exercised something very close to government by fiat. This was not necessarily a good thing. When he was right, it was fine. When he was wrong, it hurt baseball. In the 1930s the owners would have very much preferred to have Landis retire, or relinquish much of his authority, but the old man had become a symbol of baseball and they did not dare to try to oust him. After he died in 1944, the owners wanted a man who could maintain Landis' symbolic stature—the good and the true, the honest and the pure—but who would be more an executive secretary than a president, a man who could bring dignity and stature to baseball publicity and also handle all the administrative details that are part of the baseball central office. They definitely did not want another policy maker. Somehow or other Happy Chandler gained the appointment. It was a poor choice.



TODAY'S commissioner, Ford Frick, has less power than either Landis or Chandler.

Chandler was too much the glad-handing politician to bring the desired dignity to the role, and too much the independent man of action to become the dutiful administrator of detail that baseball needed. When the time came for reappointment, no one could specify anything that Chandler had done that was grievously wrong, but his contract was not renewed. And in 1951 Ford Frick got the job.

Frick is a gentle, quiet man of considerable dignity. He is intelligent, considerate, cultured, well-educated and devoted to baseball. He understands full well that times have changed since Landis' day, that the 16 major league franchises now have huge monetary value, and that no \$50,000-a-year man can tell someone else what he can or can't do with a \$5 million property. Frick, though he has never said this, sees his job as an administrative one in which he prevents or punishes obvious sloutings of established baseball law, as a promotional one in which he lends his person and his words to the exaltation of the game of baseball, as an advisory one in which he counsels his employers on matters in which he has specialized knowledge, and finally as a mediatory one in which he attempts to achieve a compromise when there is a pronounced difference of opinion among his employers.

But it is not an authoritarian job in which he can "declare" or "ban." The authority for the control of baseball lies entirely with the owners of the 16 major league clubs.

continued

GRASS TO CUT?... IT'S EASY!...

# Step Ahead WITH THE Best!

## PINCOR

### POWER MOWERS



• Want the best tailored lawn in your neighborhood? — You can have it with a new 1958 Pincor, because Pincor's smooth, effortless cutting neatly trims lawns as close as 1/8 inch—with no scalping! They are ruggedly built, too, powered with new husky Pincor or Briggs & Stratton engines—in Rotary, Fuel and Electric models. Which type is best for You?



Ask your  
Pincor Dealer  
Hardware,  
Garden Supply  
or Department  
Store Today!

**PINCOR**  
The Best!

Power Mowers • Electric Portable Power Tools • Cutting Blades • Electric Grasscutting Plants

Manufactured by PIONEER GEN-Z-MOTOR CORPORATION, Chicago 36, Illinois

## WHAT IS THE REAL CUS D'AMATO LIKE?

The manager of Heavyweight Champion Floyd Patterson is the only man who ever backed the IBC and won. How good is he for boxing and how good is he for the champion? What are his motives, ambitions and methods? Where did he come from and where is he going?

In next week's SPORTS ILLUSTRATED, Martin Kane tells the Cus D'Amato story, occasionally incredible, always fascinating—a story two years in preparation.

In the April 21 issue of SPORTS ILLUSTRATED

On Newsstands April 17

The sweater shirt in orion" . . . comfortable, washable and as sharp as a Jag. About \$8.00 at your favorite store.

"DuPont's name for its stylish shirt"



ST 934

SPORTSWEAR BY

**Revere**



EMPIRE STATE BUILDING  
NEW YORK 1

**NYET!**

"NYET" means "NO" in Russian. It's the answer 70 million oppressed people in East Europe get when they want to see or read or hear the truth. You must help get the truth through to them by keeping Radio Free Europe on the air. Your dollars pay for its announcers, keep its 29 transmitters at work destroying Red lies. Don't let freedom be crushed behind the Iron Curtain!

Send your truth dollars today to **CRUSADE for FREEDOM**, care of your local Postmaster.

Published as a public service in cooperation with The Advertising Council.

UNBARNACLED TRUTH *continued*

**10** To sum up: The future of baseball, rather than being gloomy, is almost overwhelmingly bright.

The calamity howlers can't believe this. They say attendance is dropping, that the decline of the minor leagues is evidence of the decay in baseball, that it's only a matter of time before chaos envelops the game.

Even Larry MacPhail, who was an optimist in his younger days, has taken to talking like an old man. MacPhail took over the Cincinnati Reds in the depths of the Depression, when the Reds finished dead last for four consecutive years, and stimulated the club so that five years later (after he had moved on to Brooklyn) it won the pennant. He took over the Brooklyn Dodgers when they were a perennial second-division team, stumbling along in the red, burdened by mortgages. Within four years they were pennant winners, the most popular team in baseball and a gold mine. But now MacPhail grumbles that baseball is in jeopardy, that "the national pastime may be in danger." In a recent article in *LIFE* magazine he struck out in all directions, but cited no reason for the above statement except: "All other sports figures are going up, but baseball is the same. Racing and . . . football are making tremendous strides, and when you compare what's been going on in baseball it doesn't measure up."

Nonsense. Major league attendance figures today compared with those of 20 years ago are tremendously advanced. Ten major league clubs

drew more than a million spectators in 1957, and 15 of the 16 clubs were over 600,000. In 1937 only one club drew over a million, and 12 were under 600,000. Compare attendance figures of any 16 top collegiate foot-

**ATTENDANCE GROWTH  
1937 OVER 1937**

TEAM	1937	1957
BRAVES	2,215,414	385,339
YANKEES	1,497,134	998,148
TIGERS	1,372,346	1,072,276
CARDINALS	1,183,575	450,811
RED SOX	1,181,087	559,659
PHILLIES	1,146,230	212,799
WHITE SOX	1,135,688	539,245
REDLEGS	1,070,850	411,221
ORIOLES (BROWNS)	1,029,581	123,121
DODGERS	1,028,258	482,481
ATHLETICS	961,067	430,738
PIRATES	850,732	478,679
INDIANS	722,256	564,849
CUBS	670,629*	695,029
GIANTS	653,825*	926,887
SENATORS	457,979	297,799

\*Decrease

ball teams for the same two years.

In the future this interest in baseball will be even greater if the major leagues expand to more than 16 teams, as everyone expects they eventually will. In the past five years the number of major league cities has grown from 10 to 15, a remarkable development and for baseball a fact



CALAMITY-HOWLER MACPAIL SEES "NATIONAL PASTIME IN DANGER"

of major historical importance. In the next five or 10 years it is entirely possible that the number of major league cities will grow to 20 or, better, 24. And in the event the present major league structure remains the same, the scheduling certainly will change. Interleague play is sure to come about, and intraleague games will wander to nonmajor-league cities. Thus, Detroit may on occasion play Cleveland in Toronto, and the White Sox may schedule a series with the Red Sox in Minneapolis.

And, of course, telecasting—under the present system now and the pay system later—will expand. The number of Americans who watch major league baseball—and who pay, either directly or indirectly, for the fun of watching—will continue to increase.

More baseball will be played, too. The Little League, for example, has become so much a part of community life that its impact is not fully appreciated. More boys play more baseball now than ever before in the nation's history. And more parents, and older brothers and sisters, and casual bystanders watch baseball than ever before. There's more and better high school baseball, more and better college baseball. The college sport up to a few years ago was a stepchild, nothing on the campus to compare to football or basketball. It was on a level with the so-called minor sports, like soccer and lacrosse and tennis. Now it is truly a major sport once again; the annual National Collegiate baseball championships are growing in prestige and glamour year by year. When colleges extend their scholastic term through the summer, as seems almost certain to happen in the near future, baseball, the logical summer sport, will become that much more important. This, of course, means that major league baseball will have a constant source of well-coached and well-conditioned young players to tap for professional play.

Finally, the huge increase in revenue that will come from pay television when it is an established fact will provide funds for a new, fully subsidized minor league structure; will permit a broader pension coverage that will cover all employees of baseball, minor leaguers, office personnel, umpires, groundskeepers, everyone; and will raise all players' salaries high enough so that the good athlete will continue to be attracted to a professional baseball career.

The future is just fine.

END



"I brought him up-to-date with... Plymouth Shoes"

No. 1156 Black Gunrose

**Plymouth** SHOE COMPANY, Middleboro, Mass.



Dodge de Sport, only \$2,499 P.D.E. Western states, slightly higher.

**SPORTS-CAR ZOOM! FAMILY-CAR ROOM!**  
**INTRODUCING**—the brightest new performers on the '58 horizon—developed from successes in European rallies and the world-famous Mile Higley Road Race. Many extras at no extra cost: dual carburetors, full flow oil filter, single unit construction for greater strength, turbo-stored wheel discs, race-proven brakes and transmission, foam rubber seats, comprehensive sports car instruments and 2 speed electric windshield wipers. See your Hillman/Sunbeam dealer!



3 Position Convertible just \$2,649 P.D.E.  
 Western states, slightly higher

**'58 SUNBEAM RAPIER**  
 A Rover Product • Rover Motors, Inc., 605 Park Avenue, New York, N. Y. • 9830 West Pico Blvd., Los Angeles, Calif. • In Canada: Rover Motors (Canada) Ltd., Toronto, Montreal, Vancouver

## SPORT IN ART

ROBERT GWATHMEY's work is primarily of the South, of long, linear figures against flat country, with pine trees, corn, cotton and tobacco and the relation of the people to the soil. His assignment to paint the ardor for baseball in the ecstatic city of Milwaukee came about because the style and mood demonstrated in his paintings (which hang in more than 30 museums) seemed particularly suited to the subject. He is, in a sense, a fine-arts illustrator; a storyteller. The influence of medieval art is seen in his attenuated figures with their limited gestures. He prefers flatness with limited perspective rather than deep space, thus

# Fervor in Milwaukee

giving his work a composed, almost static quality—quiet, harmonious, introspective.

Gwathmey noted that just about everyone in Milwaukee was a baseball fan, and that even at 5 a.m., waiting in line to buy tickets for that day's game, the general tone of the crowd was one of excited expectation and camaraderie. He was impressed by the fact that much of the crowd was comprised of family units, often including grandparents and grandchildren. In Milwaukee people go to the game in groups, not alone. Moreover, he noted that the baseball team aroused as much local pride as did Milwaukee's traditionally fine food and beer. Baseball has become part of the city's life.

Gwathmey is a Southerner, born in Richmond in 1903, but he has traveled widely and now lives in New York City where he has taught drawing for 15 years. The simplicity and restraint of his art contrast with the man himself. He is gregarious, affirmative, open, with a lively sense of humor and a very positive attitude toward life.



COUNTY STADIUM: OCT. 7, 1957

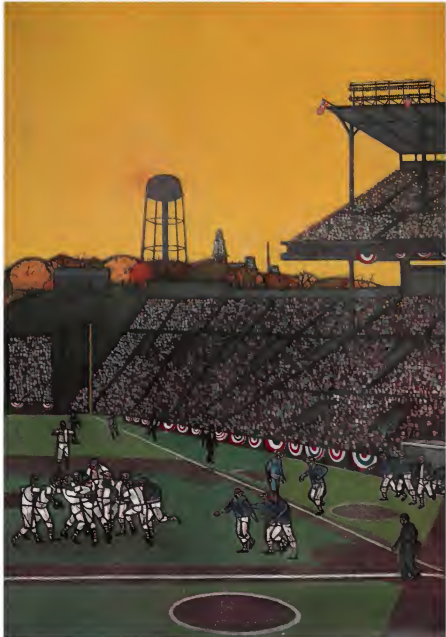
*The artist's representation of a great moment in the World Series: Milwaukee's victory in the fifth game*





**IN THE COLD** of the morning ticket lines: expectation and camaraderie







IN THE WARMTH of their love of the game: a family stands united

## PHIL WRIGLEY

Continued from page 56

because I work for Mr. Wrigley," he asserts, "but because I know it's so. When I was president of the Los Angeles club in the Coast League we had a hot team. We were in first place by 16 games, so I went to see Mr. Wrigley and asked him if I could change the advertising. Instead of telling the people about the advantages of the park, we'd tell them to come out and see a great ball club. We could guarantee it. Mr. Wrigley said, 'Okay, but I think you're crazy.' He was right. We changed the advertising, and our attendance fell way off."

Through the years Wrigley has resisted night baseball. "All you do with night baseball is to increase attendance at night games while the day games drop to practically nothing," he says. "We put lights in Los Angeles, and we're speaking from knowledge, not guesswork. There's a lot less competition in the daytime. The only entertainment that competes with us is horse racing. It would be different if night baseball had come about by popular demand, but the public never demanded it. It was put in by the owners to try and boost the gate. Besides, we're in a nice residential neighborhood, and we'd kill the neighborhood if we put in night baseball. You wouldn't want to live in some place with 20,000 to 30,000 people hollering up to midnight."

After a game Wrigley drives home and tries to relax. "I haven't many friends," he says sadly. "When I was married, I was asked for a list of my friends for the wedding announcements. I could only think of one. That's because I was born and raised in a mass business. I don't think of people as individuals but as lots of people." On weekends he puts on overalls and tears engines apart either in his Chicago garage or in the lavishly equipped bushhouse on his estate at Lake Geneva, Wis. "I like to work with my hands," is his explanation. "When things aren't going so good I can take it out on my work." The idea of a losing team haunts him constantly. When Cincinnati beat the Cubs 22-2 last year he heard it on the radio at Lake Geneva. "He turned gray," says a friend. "Baseball is very frustrating," Wrigley says. "Maybe that's the reason I like mechanics. It's precise. Everything happens when it's supposed to. Maybe I ought to put gears into a center

fielder. It's complete frustration. There's absolutely nothing you can do. When the team is going bad, I can't eat or do anything else. I don't read the newspapers, but if there's something unpleasant, somebody clips it out and sends it to me. There isn't anything a winning team won't cure. When the team is going bad, it's my team. When the team is going good, everybody's talking about our Cubs. I have a lot of people after me who think I should sell. But I'd certainly never sell there while they're down. The only reason I'd sell them would be to protect Bill. It seems very foolish to have him get stuck with a lot of things."

Each spring Wrigley takes his family to Phoenix, where they live in splendid isolation in a Spanish-type mansion; neighbor Frank Lloyd Wright calls it a monstrosity; atop a small mesa overlooking the Arizona Biltmore Hotel, another Wrigley property. "I do this because I want to be as close to the team as I can," he says. "Once the season starts, we're practically committed to a given course. A few trades may come up, but everything's been planned, laid out. The only place I can be of any use is on the business end. Somebody's got to keep some balance. I'm involved with 31 or 32 corporations. I always liken my job to a guy standing in the middle of a teeter-totter. Sometimes I throw my weight one way, then another to keep an even

balance. A real fan cannot be of real help to a ball club as president. His personal feelings are too emotionally involved. So I try not to get too emotionally involved. A fellow hits three home runs and you want to give him a raise. He doesn't hit, you want to trade him for a bat bag. Once last season I got completely burned up. This young Drott was pitching an exhibition, I felt that he needed encouragement. In the ninth Bob Schefling pulled him, and I thought that showed a lack of confidence in him. I felt tempted to go to Schefling."

Wrigley blames himself for the Cubs' poor showing. "I knew Judge Landis all my life," he says. "My father was active in getting him in as the first commissioner. He was very opposed to the farm system, and he fought it all the time he was commissioner. Because of our high regard for the Judge, we had no farm system. When there was an open market for ballplayers, we had good teams. As that market disappeared and the team got older, we just didn't have the material. We started late. World War II came along. Starting late, we went in for quantity rather than quality. We had a lot of ballplayers, but none of them was very good. But we think we've got that licked—I hope so." He refuses to predict where the Cubs will finish this year. "Baseball is the most uncertain thing in the world," he says.

continued



REWARDED WRIGLEY, holding Bill Storum Award for meritorious service to baseball, shares spotlight with Mickey Mantle at 1957 Baseball Writers dinner in New York.



*Clothes made to your measure  
for comfort and pleasure...*

wherever  
you see  
this emblem

INDIVIDUALIZED FOR YOU IN...

**FASHION**

Your suit... in any style you choose.

**FABRIC**

Your suit... chosen by you from over 400 imported and domestic fabrics.

**FIT**

Your suit... made not just to a size, but to your exact measurements.



NATIONALLY  
ADVERTISED  
AND PRICED

247<sup>00</sup>  
to 76<sup>00</sup>

For the name of your  
closest store, write:

**Schaefer Tailoring Company**

Dept. G-6 224 E. 8th St., Cincinnati, Ohio

Sportswriters have argued that the Cubs have done poorly because Wrigley is too softhearted. "It isn't so much a matter of being softhearted as of being fair," he replies. "I have an influence over thousands of people, and if I'm going to make a mistake, I'd rather make one too slow than too fast. It's too easy to hurt someone. I think that some of our trades have been criticized because we think of ballplayers as human beings with feelings, and we always look upon the interest of the over-all picture, maybe a little too much. As a good example—and I don't think this is any secret—Kiner. We had a chance to make a trade and put him in the American League, much to our advantage. But he was the player representative for the league, and a new agreement on the pension plan was being discussed. It would have been necessary to look around for a replacement for him. We were thinking more of the over-all picture than of what would be strictly to our advantage. So we kept him another year. By then he had slowed down tremendously." Two years ago, there were reports Wrigley was planning to hire Leo Durocher, who is definitely not of the softhearted school, to jazz up the Cubs. Wrigley denies this. "No, sir!" he exclaims. "Wouldn't have him as a gift!"

WRIGLEY has been even more outspoken about baseball in a larger sense. When it looked as though his fellow magnates (the word magnate amuses Wrigley) would never give major league ball to the Pacific Coast, he preached heresy by telling the Coast League to break away and set up its own major league. Five years ago he predicted that major league ball would be on the Coast by 1958, and three years ago he foresaw that the majors would take over in Los Angeles and San Francisco. "I do think that if baseball moved around a little more it would be the national pastime," says Wrigley, who has no intention of moving the Cubs. "I've always been in favor of another major league. A third, maybe a fourth. The country's growing. I think there's room. The argument is that there aren't enough good players around. There are only 400 major leaguers now. But if you had more top jobs open, there'd be more fellows going out."

# SPORTS ILLUSTRATED

4 Times per week publications

35 CENTS  
\$3.50 a year

SPORTS ILLUSTRATED, 54C North Michigan Avenue, Chicago 11, Illinois

**Please send 52 weekly issues of SPORTS ILLUSTRATED to:**

Name  (print)

Address

City  State  Zip

☐ I am a new subscriber. Please bill me for \$7.50 at the above address.

☐ I am a returning subscriber. Please bill me for \$7.50 at the above address.

☐ I am a gift subscriber. Please bill me for \$7.50 at the above address.

City  State  Zip

(This rate good only for subscription sent to continental U.S. and Canada) \$3.50







# 19<sup>TH</sup> HOLE *The Readers Take Over*

## L.A. RISES TO THE OCCASION

Sirs:

The day after your issue which focused on the West Coast sports situation (S1, March 24) arrived on newstands here, the Los Angeles city fathers took a momentous decision which should please all Los Angelenos, including your Mr. Worthington (19TH HOLE, March 24), who complained rightly that now that the Coliseum was lent to the Dodgers amateur sports had no place to go.

By October 1, 1959, Los Angeles will have a brand-new, 39,000-seat sports arena. Construction will start immediately, and 391 of the 365 operating days of the first year have already been spoken for. Included are 68 college and professional basketball games, three professional indoor tennis tournaments, five major indoor track meets, three college hockey events and five National Hockey League exhibitions. Both the Coliseum Relays and the Compton Invitational will be run there.

If this does not prove your point that Los Angeles is ready for intense big league sports I don't know what would. Incidentally, one of the sportswriters here told me that when the bids for the new arena were let a copy of your March 24 issue was before every commissioner. San Francisco, here we come.

CHARLES SHERRON

Los Angeles

## AMERICA'S CUP: WITH LOVE

Sirs:

In an editorial note to a published letter concerning big-game hunting (19TH HOLE, March 31) SPORTS ILLUSTRATED defined athletics (as opposed to blood sports) as an "esthetic concept of sports which finds its highest expression in a superbly conditioned runner . . . competing against the abstraction of time." I agree with you but prefer an even better example.

To me the competition for the America's Cup is the highest form of sports activity for sheer drama and skill. There are those who see in this unique sailing competition naught but rich men playing with expensive toys. In fact, my freshman grandson phrased it this way today. He and others who think like him could not be more wrong.

First, no one today really can "afford" to spend the \$260,000 or so it takes to float a challenger. Even to a syndicate the money represents a rather painful wrench, impossible to justify to relatives, not deductible from taxes and likely not to be the last one. The wrench is made in a spirit of adventure and love towards a sport old in tradition, history and lore.

It was one or another cynical Englishman who said that the only tradition in America is to have no tradition at all. Like most Englishmen about most things he was wrong. Athletics have an almost

unique tradition in this country. It is the tradition that the heart of athletics is competition, the will to win, not the playing of the game. It is a tradition often perverted but of validity nevertheless.

Sailing is one of the most intensely competitive sports, perhaps the most. The fierce personal competition of sailors, the competition of boat against boat and the competition of boats and sailors against the seas and the winds make sailing unique. It demands all of your skill, courage and genius.

The greatest, because the most detailed and elaborate, test of sailing skill is the America's Cup race. The greatest brains in naval design, the finest artisans in construction are commissioned to create hull, sails and rigging. One of these rare, fine boats survives the challenge rounds, and she, carrying the colors of America and surely the hopes and admiration of all who care a straw for anything at all, issues forth. With the launching of Britain's *Serpent* last week, the days of the America's Cup are again here. It is for me the highest expression of the esthetic concept of sports.

JAMES PARKER

New York City

## SKIING: FUN AT ZAKOPANE

Sirs:

I have read with pleasure and astonishment how well our girls are doing in European ski competitions that include Aus-

tria's and Switzerland's top skiers. I have heard that some of them, including Penny Pitou and Madi Springer-Miller, recently competed behind the Iron Curtain in Poland. Would you have any details on where and how well they did?

ANNE MARIE ADAMS

Framingham, Mass.

• After Bad Gastein the American Ski Team decided to compete at an FIS-sanctioned meet in Zakopane, deep in Poland's Tatra Mountains. They traveled up from Austria through East Germany to Berlin in Tom Corcoran's Volkswagen and Team Manager Gaffner's Volkswagen bus. As they headed east along the little black-top road that leads to Warsaw, the caravan ran into trouble. Winters on east Europe's plains are fierce; snow and ice delayed their arrival in Warsaw for several days. In Warsaw, Corcoran, Betsey Snite, Penny Pitou, Madi Springer-Miller and several Canadian skiers who were traveling with them took the train to Zakopane and arrived just one day before the Alpine combined meet. They found Zakopane a beautiful Alpine ski resort, unspoiled, and with a comfortable hotel. Their reception was enthusiastic. The night preceding competition all teams

*continued*



"What's worrying me is that the Tokyo Giants may move to Brooklyn."

## SO WHO'S LAUGHING

Sirs:

Your cartoonist who signs his work Dedini got a laugh in the July 22, 1957 issue, when he pictured two Japanese fans worrying over the fate of the Tokyo Giants while Brooklyn and New York fans were sweating out the future of their beloved big league heroes (see left).

Little did he realize, however, that those fears of Tokyo fans were well founded.

As you are aware Mr. Robert Durr, who has taken over the home of the former Brooklyn Dodgers to stage theatrical and sports productions, announced recently that one of his Ebbets Field productions this season would include a series between the Tokyo Giants and a South American nine.

*Sic transit gloria . . .*

JACK LANG

Jamaica, N.Y.

paraded in Zakopane's streets, each team carrying its country's flag. When the Americans came by, Tom Corcoran carrying the flag, crowds of vacationing Poles burst into cheers. "It was a wonderful thrill, and I will never forget that evening," said Corcoran.

The competition was tough. The best French and Italian skiers were there, DuVillard, Vuarnet, Gaoon, Albertini and Marchelli among them, as well as a long list of (to the West) unknowns from behind the Curtain. Tom Corcoran was third in slalom, fifth in giant slalom, 12th in downhill to achieve fourth place over-all. The girls were spectacular. Betsy Snite took first in downhill, first in giant slalom and first in combined results. Penny Pitou followed her in over-all standing, even though she broke a ski in the downhill run.

The American girls were the heroines of the meet, hundreds of villagers buying their pictures at the local photo shops and stopping them to shake hands. "If people

in the West realized what a lovely place this is they would start coming here by the thousands," said a thoroughly charmed Betsy Snite. The team's sole disappointment came when Czech ski officials curiously canceled their previously extended invitation to compete at Tatranska Lomnica, although FIS rules permit any approved skier to participate in any sanctioned event. Skiing behind the Iron Curtain turned out to be somewhat arbitrary after all.—ED.

#### RACING: FIRST OF FIVE

Sirs,

Surely the recent 100-miler at the Trenton (N.J.) Speedway deserves more mention than your curio report (Sportsweek, April 7). Your magazine generally gives fine coverage to all racing circuits, and I was not a little disappointed to find this thrilling auto race, kickoff of the USAC season, first of five for the national driving championship and warmup for the Indianapolis "500," all but omitted from your pages.

I was one of 16,000 fans seated in the Victorian stands at the speedway, and a

gray, cold Sunday it was. Herewith, then, is my report.

I arrived about noon, during the warm-up session. Pat O'Connor, winner of last year's 100-miler, Tony Bettenhausen, the world's fastest driver with his record lap mark of 177 mph at Monza last June, Jed Larson, Elmer George and other racing greats were driving slowly around the one-mile oval.

Shortly thereafter the qualifying trials began, and Len Sutton won the pole position with a lap speed of almost 190 miles an hour. Mechanical failures plagued not a few of the Indianapolis-type cars, and by the time the race started only 13 were in the running for the \$17,000 prize.

With the drop of the green flag, John Thompson, a favorite with the New Jersey crowd, shot into first place with his yellow D-A Lubevac Special, followed immediately by Len Sutton in a blue Central Excavating Special, Bettenhausen in a white Hardwood Door Special. Pat O'Connor was fifth.

Thompson and Sutton led the field for several laps, and O'Connor pulled into third place behind the leaders. On the ninth lap (it looked like chow-following Bettenhausen bumped him) O'Connor skidded onto the dirt apron and was out. Bettenhausen moved to third place but

*continued*

#### GOOD YEAR AT NOTRE DAME

Sirs:

Yes, Notre Dame had a pretty good basketball season (84, March 10). As a matter of fact, this has been a fine year in all sports. The football team wound up with a seven-and-three record and fat wins over Oklahoma and Army. The basketball team went 24 and five and trounced Big Ten champ Indiana. The fencing team won 16 straight. The swimming team eight and three. The track team has won three and lost none in dual meets. And so it goes.

To commemorate this year of athletic

satisfaction Notre Dame assembled all its teams for a remarkable group picture which I think your readers might enjoy (see below).

Front and center is the administrative staff for athletics at Notre Dame, headed by Father Joyce and Ed Krause. In the V-shaped row behind them are (left to right) four cheerleaders and the coaches: Terry Brennan (football), Alex Wilson (track), Gail Burdick (swimming), Mike DeCicco (fencing), Bill Fischer, Bernie Crimmins, Bernie Witucki, Henry Stram (football assistants), Father Pelton (swimming assistant), Father Holzerich

(golf), Bill Walsh and Jack Zilly (football assistants), Jake Klime (baseball), Michael Fucci (wrestling assistant), Tom Fallon (tennis and wrestling), Walter Langford (fencing) and John Jordan (basketball). Three more cheerleaders complete the row.

The teams (all white rectangles, left to right) are: wrestlers, swimmers, baseball, track, football, fencing, sailing, golf, basketball and tennis. Altogether, 271 people and two Irish terriers which I leave your readers to find.

JOE DOYLE

South Bend, Ind.



FLOPY

*Ambassadeur* 5000



*Mitchell*  
- 300

ABU  
2100

GOLD BOND  
RODS

*Mitchell*  
Cap

PLATYL  
MONOFILAMENT LINE

ABU

PLUCKY

SALT WATER

ABU  
2300

*Mitchell*

*Ambassadeur*  
6000

MEASURED  
MONO

Ambassadeur  
BRAIDED FISHING LINE

**Garcia**  
*the*

*World's Finest Fishing Tackle*

**...and fishermen know it!**

*Monofil*  
*Mitchell*

ABU  
REFLEX

*Mitchell*  
350

EELEY

The name **Garcia** is synonymous with quality of craftsmanship and a reputation for excellence founded upon years of proven dependability.

Customer confidence is a hard thing to win . . . harder still to hold. We intend to keep the friends we've made over the years and to make many more new ones . . . by always giving the very best quality and service. Our policy is based upon this premise—our future depends upon it!

Here you see some of the **Garcia** brands that have truly built names for themselves—brands universally recognized by fisherman as standing above all others in craftsmanship, performance and durability. This is the tackle you will be justifiably proud to own and show.

Send now for your copy of Garcia's new Fishing Tackle Annual & Catalog 84 fascinating pages in full color Packed with articles, tips, techniques and recipes. Only 25c

**the Garcia corporation**  
348 FOURTH AVENUE, NEW YORK 16, NEW YORK

"Better Buy By Brand Name—The Famous Makers' Names You Trust"



Bill Muncy in Bill Muncy's speedboat. Photo by Tom Miller

## Bill Muncy, speedboat champion, wears the new Jantzen club shirt

This new Jantzen shirt and walkers combination is worn by Bill Muncy, member of the Jantzen International Sports Club, and winner for the last two years of the Gold Cup, symbol of the world hydroplane championship.

Bill's reactions are what you'd expect from a sportsman. He likes the comfort, the professional look, and the tailored fit that he finds in this combination.

The shirt. The basic fabric is a strong, white cotton knit with comfortable short sleeves and a striped poplin collar that stays trim no matter how many times you wash it. Trim on shirt comes

in red, royal, chocolate, or black. The shirt is available in all sizes, including extra large, for \$3.95.

The walkers: Eight-inch inseam, side pockets, pleated front. The fabric is durable, non-fading cotton poplin — and the stripes match the shirt collar. Waist sizes from 30-44, \$6.95. At the better stores.

**Jantzen**  
sportswear  
for sportsmen

Jantzen Inc. • Portland 8, Oregon

### WITH HOLE continued

developed engine trouble and slowly dropped back to ninth place.

Then, on the 13th lap, Elmer George, in a HOW Special, and Red Amick spun out as they jockeyed for position going into the fourth turn. With O'Connor and George out of the race entirely and Bettenhausen dragging far in the rear, it seemed the race was going to Sutton, who had passed Thompson and was setting a fast pace. But Bettenhausen's No. 35



ELMER GEORGE SPINS OUT OF RACE

suddenly began hitting on all four cylinders. He moved up through the field, challenging Sutton for first place. He passed him and continued in the lead for almost 20 laps, only to lose it again to Sutton, who kept it to the drop of the checkered flag. Sutton's time was an average 95.5 miles an hour. Only seven cars finished.

A fine briefing for the "550's"

MARY WALSH

Elizabeth, N.J.

• A good report deserves a good picture (see above).—ED.

### REMEMBRANCE OF THINGS PAST

Sirs:

My weekly *SPORTS ILLUSTRATED* is as much a part of my life and as rich to me as oil might be to Saudi of Arabia, though I look down a long, long nose at the much space given to fashions.

But you have brought me such pleasures in imagined participation in so many sports and insights to my actual participation that I need not feel neurotic for wanting avidly for each issue.

The *SPORT IN ART* series has been a great contribution, linking two fields which are too often widely and antagonistically separated. Thanks to you, I am no longer a moron because I exercise and no longer an egghead because I look at a painting.

I still enjoy remembering Hoban's *Baseball's Moods* (SI, Dec. 9).

MILTON FENNER

New York City

• Tsk, tsk. Why put a long, long nose out of joint for looking at a pretty girl properly dressed for sports?—ED.

# SUGARLESS RAY ROBINSON

Sirs:

Robinson did not appear to fight too much in either bout. He seldom used his right. He permitted Basilio to hit him with rights and lefts almost at will.

On a purely theoretical basis, the only explanation that satisfies my own mind is what Sharkey once wrote of his last fight with Jim Jeffries. In effect, he said that even though Jeffries hurt him badly, he, Sharkey, would suddenly feel strength coming up through his arms and body and would be able to fight as hard as ever.

I imagine that Robinson would have to be greatly dependent on that surge of strength, whose absence in the meantime he could not very well admit and still command such large purses.

From reports of his training methods, he cuts down too much on water and food before entering the ring; therefore, it is quite possible that he lacks sufficient blood sugar between rallies, and coasts because he has to.

His extreme exhaustion after this last fight would also argue strongly in favor of extremely low blood sugar.

R. H. SHERWOOD, M.D.

Niagara Falls, N.Y.

## IN MY MERRY MAYTAG

Sirs:

In Gerald Holland's fascinating interview with Jimmy Jones (SI, March 17), Jimmy 'towed as bow the Maytag car was manufactured by the same people who make the washing machine.

I am happy to corroborate Mr. Jones's deduction with the enclosed photo showing Mr. Fred Maytag II, third-generation



FRED MAYTAG II WITH HIS 1910 MAYTAG

president of The Maytag Company, and his Maytag-Mason auto, circa 1910.

The auto was designed by the famous Fred Duesenberg and was manufactured in Waterloo, Iowa. The car was made between 1908 and 1911 and, although highly successful when introduced, was a victim of technological improvement.

Had fate seen differently, today we might all be motoring, rather than making suds, in our Maytag.

ROBERT J. HOOVER

Newton, Iowa



FURNITURE BY  
DINOLEVI



SHOE BY  
SALVATORE FERRAGAMO



GLASS BY  
FLUJ TOSO



CAR  
BY FIAT



MEN'S SHIRT  
BY SATTAGLIA



JEWELRY BY  
BUCCELLATI

## FOND OF THINGS ITALIANO? TRY A SIP OF GALLIANO

For everything from sportswear to sportscars, if it's chic these days, it's usually made by a fine Italian hand. Galliano, for example, is the liqueur of those who adventure in taste. Describe it? Never. You must taste it.



80 PROOF, IMPORTED BY  
McKESSON & ROBBINS, INC., N. Y.

## PAT ON THE BACK



S. Andy Eastman

### *Paul Wick*

The uniform is instantly recognizable; the slight figure rooted next to the on-deck circle vaguely familiar; the name no one knows. This littlest Indian is Paul Wick, bat boy to baseball's world champions and—come Braves opening day April 15, the most envied boy in all Milwaukee. Paul's formal duties are simple ("Any boy who puts his mind to it can do it"). He cleans the players' shoes, recovers and stacks the bats and helps Equipment Manager Joe Taylor keep the clubhouse neat. But the intangible demands of the job transcend these humdrum tasks. "A bat boy," says Fred Haney, "is vital not because he performs these routine duties, but because of the spirit

he brings to the team and to the game." Paul is, in effect, a happily unsophisticated one-man clique to the players, doubling up with helpless laughter when Eddie Mathews, changing into uniform, finds his shoes nailed to the floor, deeply appreciative of the dramatic tension when Burdette sets fire to the newspaper of a dozing sportswriter.

Paul owes his good fortune to the Braves' Warren Spahn, who leased a house from his father. But Paul had to work his way up through the bat boy minors, first attending the visiting team, then as ball boy. His rewards are satisfying. Paul has collaborated on a book (*Batboy of the Braves*, Greenberg), shags flies during practice, has his locker next to that of Hank Aaron and wears with pride the accolade of a nickname—Air Wick, of course.



THROUGHOUT THE WORLD

## Known by the company it keeps

A great whisky, like a great painting, is a vital, brilliant composition...an art whose elements so gracefully combine that the whole becomes greater than the sum of its parts. To connoisseurs, V.O. is this art, in its finest, flawless form.

IMPORTED **Seagram's V.O.**  
WORLD'S FINEST CANADIAN WHISKY



SEAGRAM-BOTTLED & COMPANY, NEW YORK CITY • 80-8 PRIME, CANADIAN WHISKY • A BLEND...OF FINE SELECTED WHISKIES • SIX YEARS OLD



*Quality at your feet*



the pedwin

**V-8**

New swept-wing  
styling in soft  
shag and  
smooth leathers



Available in  
Panama, Natural,  
Covert, and Black.  
Pedwin Division,  
Brown Shoe  
Company, St. Louis.

Shoe illustrated **10<sup>95</sup>**

Denver West **11<sup>06</sup>**

Other styles 8.95 to 12.95  
Denver West 9.95 to 12.95

*young ideas in shoes*  
**pedwin.**